



WHOLESALE & PARTNERSHIPS

You can buy hair anywhere. You cannot buy healthy hair.

A partnership brochure for salons, stylists, and braiders who want to be the one in their city known for healthy hair. Organically washed, single-donor, traceable — with wholesale, white label, and in-service options.

Los Angeles based
Black owned · Female owned

bellsociete.com/wholesale
Apply online in two minutes

One in a hundred. That is the whole opportunity.

1 in 100

Stylists carrying organically washed hair, per our recent survey.

Single donor

Every bundle traced to one verified donor. Never blended.

No coating

No acid baths, no silicone finish, no industrial dye.

\$26+

Entry retail price point, so every clientele is covered.

In a recent survey we ran, only about one out of every hundred stylists or salons carried organically washed hair. One. That should be frightening — and it is also the entire opportunity.

Your clients read labels on their food, their skincare, their supplements, their children's shampoo. That awareness does not stop at the hairline. Remember when relaxing your hair and your edges every six weeks was simply what you did? We know better now, so we do better. Anything chemical or toxic sitting on the scalp is not doing your client any favors, and she has already figured that out. She is waiting for someone behind a chair to say it out loud.

Hair is everywhere. Healthy hair is not. Anyone can source a bundle from a warehouse — nobody can promise your client what was, or was not, poured on it before it reached her head. When you carry Belle Société, you are not selling hair. You are selling a known process.

Being the one in a hundred is not a small edge. It is the whole category, uncontested, in your market, right now. Whoever claims it first becomes the salon women drive across town for.

Product orders sit in a stockroom. A standard compounds.

Every client who leaves your chair with hair that still looks right in month six becomes a referral, a rebook, and a retail reorder. Salons known for healthy hair stop competing on price — there is no comparison shopping when nobody else in town carries it.

Stock it. White label it. Use it in service. Or all of the above.

01 Stock It

RETAIL ON YOUR SHELVES

Buy at wholesale, sell at retail. Your clients already trust your recommendations — now they can walk out with the hair instead of ordering it from a stranger online. Ponytails, bundles, clip-ins, and closures, priced so your margin holds.

- Wholesale pricing by tier, no inflated minimums
 - Fast reorders on your best-moving textures and lengths
 - Shelf-ready packaging, color chart, and care cards
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02 White Label It

YOUR BRAND, OUR STANDARD

If you want to build equity in your own name, we will supply organically washed hair under your label. You invest in the packaging and the brand; we handle sourcing, washing, and quality control behind it.

- Your logo, your packaging, your retail price
 - Consistent batch quality across reorders
 - Guidance on positioning so you are not competing on price
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03 Use It In Service

BEHIND THE CHAIR

Install it as part of your service and build the cost into your pricing. Healthy hair installs cleaner, holds color better, and lasts through more re-installs — fewer redo appointments and fewer unhappy chairs.

- Cuticle-aligned hair that blends with natural textures
 - No silicone coating to shed after the first wash
 - Reliable lengths and weights for accurate bundle counts
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04 All Of The Above

THE FULL PARTNERSHIP

Most of our strongest partners do all three. They install it, they retail it, and they eventually put their own name on it. That is three revenue lines from one relationship — and one standard your clients learn to trust.

- Blended wholesale and service pricing
- Priority allocation on limited textures
- Co-marketing: education, social assets, and referrals

WHAT YOU CARRY

Ponytails	From \$26 retail — the easiest first sale on your shelf.
Raw Bundles	Straight, body wave, deep wave, and kinky straight.
Clip-Ins	Full sets for clients who want volume without an install.
Closures	Matched to bundle batches for seamless installs.

THE STANDARD

The Belle Société True Raw™ Standard

Most “raw hair” is lightly processed. Ours is not.

01 Sourcing Rules

Every bundle originates from a single verified donor. We never blend multiple sources or accept hair that has undergone third-party chemical pretreatment. Traceability is non-negotiable.

02 Processing Exclusions

Our raw hair bypasses industry shortcuts: no acid baths, no silicone coatings, no industrial dyes. When color is desired, we use a proprietary U.S.-made formula that respects the integrity of the cuticle.

03 Inspection Steps

Each batch is hand-checked for cuticle alignment, tensile strength, and natural tonal variation. If it does not meet our standard, it does not carry the Belle Société name.

04 Batch Consistency

We work with a controlled network of verified donors and a standardized wash regimen, so the bundle you sell in spring behaves like the one you sell in the fall.

Designed for extended wear with proper care.

The questions stylists ask us first.

Why should I stock Belle when my clients can buy hair anywhere?

That is exactly the point. Hair is everywhere; healthy hair is not. Anyone can source a bundle from a warehouse — nobody can promise your client what was, or was not, poured on it before it reached her head. When you stock Belle, you are selling the one thing that cannot be picked up at any beauty supply on the corner: a known process.

What does organically washed actually mean?

The hair is cleaned and conditioned without the acid baths, silicone coatings, and industrial dyes most commercial hair passes through. No coating means the shine you see is the cuticle, not a finish that rinses off in week two.

Why is this an investment rather than another product order?

Product orders sit in a stockroom; a standard compounds. Every client whose hair still looks right in month six becomes a referral, a rebook, and a retail reorder.

What happens to salons that keep ignoring this?

They will spend the next few years explaining why their retail shelf looks like everyone else's. The market is moving toward clean, traceable beauty in every category, and hair is the last to catch up.

What are the minimums and the margins?

Minimums are realistic for a single chair or a full salon floor, and pricing is tiered so your margin holds whether you retail a \$26 ponytail or a multi-bundle install. Tell us your volume and we will send the tier sheet that fits your business.

What if I install more than I retail?

Price it into your service and skip the shelf. Many partners start in-service only, then add retail on the second or third order once clients keep asking where the hair came from.

Can I really put my own brand on it?

Yes. If you are ready to invest in your own packaging, we will supply organically washed hair under your label and keep quality consistent across reorders. You own the brand; we protect the standard underneath it.

How do reorders and consistency work?

A controlled network of verified donors and a standardized wash regimen, with every batch hand-inspected for cuticle alignment, tensile strength, and natural tonal variation.

Who am I actually partnering with?

Belle Société is a Los Angeles based, Black owned, female owned business. You are talking to the people who choose the donors, set the wash standard, and answer the phone — not a reseller with a drop-ship link.

How fast can I get started?

Send the application and we will follow up with wholesale tiers, available textures, and a starter assortment recommendation. Most partners place a first order within a week of the first conversation.

NEXT STEPS

Become the one in a hundred.

Apply at bellesociete.com/wholesale and tell us your business, your clientele, and how you would like to partner — stock, white label, in-service, or all of the above. We will follow up with wholesale tiers, available textures, and a starter assortment built for your chair.

- Apply online — two minutes, no obligation.
- We send tiers, textures, and a starter assortment recommendation.
- First order typically ships within a week of the first conversation.

Belle Société

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Los Angeles, California
Black owned · Female owned
Organically washed since day one