

WINTER 2020 CATALOG



alleyoop™

Prepare to cut your get ready time *in half*

We believe in ***helping women thrive***
by making ***rule-breaking tools***
that ***move her forward***, bring her
closer to what she values, and break
down the social constructs that are
holding her back.



alley





hey, hi, hello

WE'RE ALLEYOOP

We know doing it all is harder than you make it look. We believe life should be lived doing the things you truly care about, whatever they are. We don't want you to feel tied down by your beauty routine, or feel like you have to buy another product just to keep up.

At Alleyoop, we believe in doing more with less. Our products work overtime, with dual (sometimes triple) benefits, reduced packaging and maximum portability. So you can do what you want with that extra five minutes in the morning, or take them with you when you're already five minutes late.

slow your roll

aluminum-free hair-inhibiting deodorant

We've raised the bar for what to expect from deodorant. Our aluminum-free formula features organic essential oils - Tea Tree, Grapefruit Peel, and Lavender - that naturally slow down hair growth - so you can spend less time shaving, and more time doing what you love. It's deodorant with superpowers.

MSRP \$12 (60g)

60g BUNDLE
(18 ASSORTED + TESTERS)
WHOLESALE \$117

DE-ASBL-18



VEGAN



CRUELTY-FREE



PARABEN-FREE



ALUMINUM-FREE



POMEGRANATE 60g

DE-PO-60



TESTER 60g

TESTER-DE-PO-60



SAGE 60g

DE-SA-60



TESTER 60g

TESTER-DE-SA-60



UNSCENTED 60g

DE-UN-60



TESTER 60g

TESTER-DE-UN-60



all-in-one razor

for shower-free shaving

We're here to make your day easy and convenient no matter where life takes you. And we started with the world's first all-in-one portable razor, perfect for those moments when you run out of the house and realize you've missed a spot shaving (or forgot to shave altogether). It has everything you need to shave – a refillable water spray bottle, moisturizing bar, and two triple-blade razor cartridges – making it easy to touch-up anywhere, anytime.



VEGAN



CRUELTY-FREE



PARABEN-FREE



TSA-APPROVED



RAZOR STARTER KIT
(12 ASSORTED COLORS + 6 REFILLS + 2 TESTERS)

WHOLESALE \$124

RZ-ASBL-18



8 59276 00535 2

all-in-one razor

Includes 1 Water Spritzer, 1 Moisturizing Bar & 2 Triple-Blade Razor Cartridges

MSRP \$15



NAVY



DUSTY PINK



refill pack

Includes 4 Triple-Blade Razor Cartridges & 1 Moisturizing Bar

* Razor cartridges are interchangeable with all razor colors

MSRP \$9

REFILL PACK



smooth operator

stubble-softening body moisturizer

Made with multitaskers in mind, Smooth Operator gives you something you love (soft, hydrated skin) and takes care of something you'd love not to think about—stubble. Dreams do come true. With tea tree oil and serenoa serrulata fruit extract to slow hair regrowth and Vitamins A, C, and E to hydrate and soften skin, this body moisturizer is fast-absorbing with a sweet & fresh papaya scent. Use it pre-shave, post-shave, or whenever you want seriously smooth skin.

MSRP \$16



PARABEN-FREE



CRUELTY-FREE



TSA-APPROVED

spot me



all-in-one spot treatment

Until now, skincare and bodycare required multiple products, often with harsh formulas that dry and irritate skin. We developed our treatment to change this, with a clear formula that uses essential oils to reduce bumps, blemishes, and ingrown hairs effectively and gently - in one clever, easy-to-apply product.

MSRP \$12

BC-SPM



8 59276 00524 6

TESTER-BC-SPM



8 59276 00520 8



VEGAN



CRUELTY-FREE



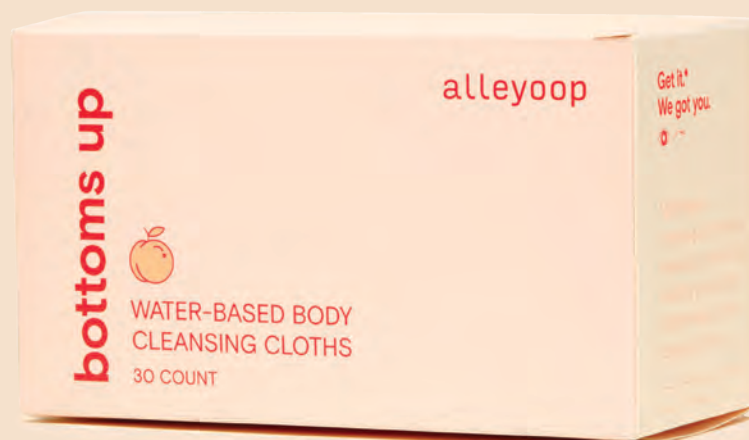
PARABEN-FREE

water-based body cleansing cloths

Great for post-sweaty workouts, and after that long day that turned into a long night that turned into morning, Bottoms Up wipes have you covered. Slip these bad boys into your bag for on-the-fly freshening up, and keep focusing on channeling your best you. And yes, they're **fragrance-free**, **flushable** and **biodegradable**. Each box comes with 30 individually packaged wipes.

MSRP \$15 (30 COUNT)

BC-BOT



CRUELTY-FREE



VEGAN



PARABEN-FREE

word on the street

SHAPE

“Genius products that are smarter alternatives to traditional beauty products.”

VOGUE

“Made for women with no time or space to spare.”



fresh start



natural breath spray

Toss the gum, forget the mints, and leave your toothbrush at home. Just one spritz of our all natural, monk fruit sweetened, bacteria-fighting mouth spray gives you fresh peppermint breath, like right this second. No chewing, sucking or brushing required. Now you can get a fresh start any time of day. (Net wt. 24 oz / 7 ml)

MSRP \$12



CRUELTY-FREE



TSA-APPROVED



VEGAN

BC-FRE



TESTER-BC-FRE



fresh start + display

fresh start starter kit

Includes 1 display, 12 Fresh Start units, 1 tester unit.

WHOLESALE \$86

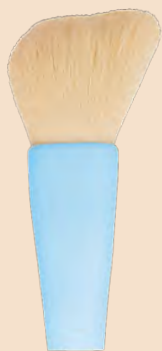
STARTER KIT
W/ DISPLAY

BC-FRE-STKT



5.75" W x 7.125" L x 9.75" H

multi-tasker



4-in-1 makeup brush

Meet the makeup brush that lightens your toolkit. Our 4-in-1 brush equips you with everything you need for a flawless face – from concealer, blush, brows, and eyeshadow, now you can do it all with one sleek, multi-tasking and space-saving tool. Twist off either and to reveal the eyeshadow or eyebrow brush.

MSRP \$26

EACH INCLUDES:



BLENDING
SPONGE



POWDER /
CONTOUR



ANGLED
BROW/LINER



MEDIUM
SHADOW

BT-MUB



TESTER-BT-MUB



VEGAN



CRUELTY-FREE



LATEX-FREE

multi-tasker + display



7" W x 5" L x 13.25" H

multi-tasker starter kit

Includes 1 display, 12 Multi-Tasker units, 1 tester unit and 1 free Multi-Tasker (\$26 retail value).

WHOLESALE \$181

STARTER KIT
W/ DISPLAY

BT-MUB-STKT



"It's the only makeup brush you need." — Real Simple

"Multi-Tasker has helped me declutter my makeup bag." — SELF

"This brush cuts my makeup routine in half!" — Hers Magazine

pen pal



4-in-1 makeup pen

So you don't have to run out with your entire makeup bag, Pen Pal is four essential products in one easy-to-use, easy-to-stash click pen. With a black eyeliner, shimmer highlighter, mauve lipliner and brown eyeliner in one seriously nostalgia-inducing pen, you can create almost any look you want wherever you are. Each Pen Pal has approximately two full-sized retractable liner/pencil products worth of makeup. When your liner tip isn't long enough to use, just twist the center of the pen to dispense more of that shade.

MSRP \$25

Each Pen Pal includes:



EYELINER IN BLACK



NUDE LIP PENCIL IN POUT



HIGHLIGHTER IN LIT



EYELINER/BROW PENCIL IN GRIND

BT-PEN



TESTER-BT-PEN



CRUELTY-FREE



LATEX-FREE



VEGAN

pen pal + display



7" W x 5" L x 13.25" H

pen pal starter kit

Includes 1 display, 12 Pen Pal units, 1 tester unit and 1 free Pen Pal (\$25 retail value).

WHOLESALE \$175

STARTER KIT
W/ DISPLAY

BT-PEN-STKT



multi-mood

lip trio

Whatever you're in the mood for, this lipstick trio has you covered. Multi-Mood includes 3 different finishes (a gloss, a cream, and a matte), allowing you to create whatever look you feel like, and then change it up when you want to. Can't decide on a color? Get more than one to mix and match. Multi-Mood is Infused with shea butter to keep your lips soft in glowing glosses, plush creams, and velvety mattes.



BRAND NUDE



WEAR & TERRA



MAUVE ON



RED & DONE

MSRP \$28



VEGAN



CRUELTY-FREE



PARABEN-FREE



multi-mood



BRAND NUDE



WEAR & TERRA



MAUVE ON



RED & DONE

BRAND NUDE

BT-MUM-BND



TESTER-
BT-MUM-BND



WEAR & TERRA

BT-MUM-WEA



TESTER-
BT-MUM-WEA



MAUVE ON

BT-MUM-MAU



TESTER-
BT-MUM-MAU



RED & DONE

BT-MUM-RED



TESTER-
BT-MUM-RED



11th hour



eyeshadow sticks

More reliable than your always-late BFF, our 11th Hour shadow sticks show up and stay put. Made to last for 11+ hours, they're smudge and crease proof, easy to apply, and dry to a powder finish. As an added bonus, one end of the stick is a sharpener so you can turn it into a precision eyeliner. Boom!

MSRP \$20



CHARCOLIT



BRONZE MEDAL



COFFEE BREAK



GOTTA GUAVA



BABY PEARL



VEGAN



CRUELTY-FREE



PARABEN-FREE

CHARCOLIT
(SHIMMER)

BT-11H-CHA



8 59276 00567 3

BRONZE MEDAL
(SHIMMER)

BT-11H-BRZ



8 59276 00566 6

COFFEE BREAK
(MATTE)

BT-11H-COF



8 59276 00569 7

GOTTA GUAVA
(SHIMMER)

BT-11H-GOT



8 59276 00568 0

BABY PEARL
(SHIMMER)

BT-11H-BAB



8 59276 00565 9

TESTER-
BT-11H-CHA



8 59276 00598 7

TESTER-
BT-11H-BRZ



8 59276 00597 0

TESTER-
BT-11H-COF



8 50014 12700 8

TESTER-
BT-11H-GOT



8 59276 00599 4

TESTER-
BT-11H-BAB



8 59276 00596 3

11th hour



baby pearl

gotta guava

charcolit

bronze medal

coffee break

stack the odds



multi-use face stacker

On-the-go face makeup with an easy-to-blend cream to soft powder finish, Stack The Odds is infused with jojoba and sunflower oil to leave skin with a natural glow. Twist and stack storage saves you from packing 3 different face products + a mirror. Includes a cream blush, contour, highlight, and mini mirror. As long as you feel good, rules don't apply.

MSRP \$34



VEGAN



CRUELTY-FREE



PARABEN-FREE

stack the odds



BLUSH

CONTOUR

HIGHLIGHT



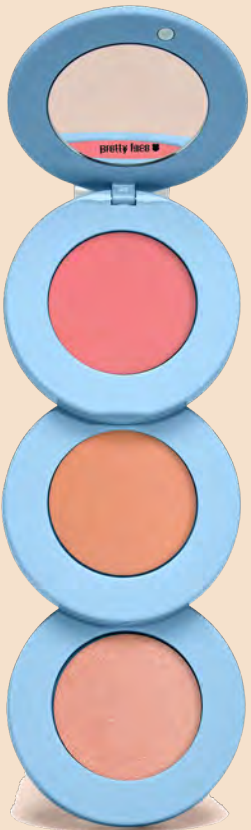
SUNKISSED

SUNKISSED

BT-STO-SUN



TESTER-
BT-STO-SUN



BLUSH

CONTOUR

HIGHLIGHT



SASSY PANTS

SASSY PANTS

BT-STO-SAS



TESTER-
BT-STO-SAS



BLUSH

CONTOUR

HIGHLIGHT



COCKTAIL HOUR

COCKTAIL HOUR

BT-STO-COC



TESTER-
BT-STO-COC



hold tight

makeup setting spray

Hold Tight is the super fine setting spray you've been waiting for. Just a spritz after you complete your face makeup and your look is locked in for up to 12 hours. Plus - it's formulated with hyaluronic acid, chamomile and cucumber extracts to hydrate and reduce inflammation and the appearance of fine lines. (Net wt. 1.7 oz / 50 ml)

MSRP \$16

BT-HOL



8 59276 00516 1

TESTER-BT-HOL



8 50014 12701 5



VEGAN



CRUELTY-FREE



PARABEN-FREE



TSA-APPROVED

Forbes

“To earn their place in luggage on long haul trips, make-up products need to do double duty. That’s where Alleyoop really excels.”

NYLON

“Alleyoop was designed for real people with real busy schedules.”

Glam

“We’re pretty obsessed with newcomer brand Alleyoop.”

tip off



snap & swipe makeup removing swabs

Our liquid-filled cotton swabs tackle your makeup mishaps on-the-go. Snap the tip to release the liquid, then wipe off smudges, flakes and last night's mascara. Each pack has 24 swabs.

MSRP \$8 (24 SWABS)



VEGAN



CRUELTY-FREE



PARABEN-FREE



TSA-APPROVED

swipe left



acetone-free nail polish wipes

Buh-bye distracting, chipped nails. Our acetone-free, take-them-anywhere wipes remove nail polish discreetly - no chemical odors here - while keeping your nails hydrated (#thirstfree) in between manicures. Just swipe, and keep it moving. You got this.

MSRP \$12 (30 WIPES)

BT-SWL



VEGAN



CRUELTY-FREE



PARABEN-FREE



TSA-APPROVED

grateful journal

365 days of gratitude entries

We spend a lot of time solving problems and overcoming obstacles, but how often do we take time out to celebrate the good stuff? With this journal, we encourage you to spend a little time each day reflecting on your goals and appreciating the good around you. Our pages have no dates, because, no pressure. It's our way of spreading joy and giving our #alleyooptroop (you) one more tool to help you live your best life and get more of what you want - whatever it may be.

MSRP \$16

AC-GTF



TESTER-AC-GTF



you are write



gel ink pens (3 pack)

That feeling when you find the best pen ever. OMG, the way it flows. Made for to-do lists, calendaring, journaling, doodling, and writing love notes to yourself (hello beautiful!). Our black gel ink pens make it easy to keep calm and write on. And it's a three-pack, so you can lend one without fear.

MSRP \$8



CRUELTY-FREE



LATEX-FREE



VEGAN

AC-PST



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TESTER-AC-PST



8 50014 12704 6

body care bundle



BUNDLE INCLUDES TESTER UNITS



SLOW YOUR ROLL
18 ASSORTED - 60g
MSRP \$12



RAZOR STARTER KIT
12 ASSORTED RAZORS - MSRP \$15
6 REFILL PACKS - MSRP \$9



SMOOTH OPERATOR
6 UNITS
MSRP \$16



SPOT ME
6 UNITS
MSRP \$12



BOTTOMS UP
6 UNITS
MSRP \$15

WHOLESALE \$378

BC-BUNDLE-0719



8 59276 00533 8

beauty bundle



14.75" W x 8" L x 19.75" H

BUNDLE INCLUDES DISPLAY, TESTER UNITS AND \$100 IN ADDITIONAL FREE PRODUCT (RETAIL VALUE)



11TH HOUR
EYE SHADOW STICKS
30 ASSORTED UNITS
MSRP \$20



MULTI-MOOD
LIP TRIO
12 ASSORTED UNITS
MSRP \$28



STACK THE ODDS
MULTI-USE FACE STACKER
18 ASSORTED UNITS MSRP
\$34



HOLD TIGHT
SETTING SPRAY
6 UNITS
MSRP \$16

WHOLESALE \$980

BT-BUNDLE-0120



8 59276 00534 5

We're alleyoop and we're bringing self-care back down to earth.

If you have any questions, want to place an order, or for any customer support, you can contact the Alleyoop Team below.

Telephone: (323) 892-2020

Email: sales@meetalleyoop.com

Web: www.meetalleyoop.com

wholesale order terms + conditions

payment options

All major credit cards accepted, including Visa, AMEX, Discover Card & Mastercard. Prepayments with company checks are also accepted. Credit limits are based on credit history and/or credit references. No C.O.D. orders are accepted.

shipments

Standard shipping is Fedex, F.O.B. Los Angeles, CA. All other terms of shipping must be pre-approved and are subject to additional fees.

prices, terms + conditions

All prices are wholesale. Current prices, terms and conditions are subject to change without notice.

minimum advertised price

Alleyoop strictly enforces a Minimum Advertised Price (MAP) Policy. By placing an order, the retailer formally accepts the MAP Policy and to adhere to our MSRP's, as indicated in our Catalog and Price Sheet.

prohibited internet sales

By placing an order, you agree not to offer or sell Alleyoop products directly or indirectly through any third-party web sites anywhere in the world, including but not limited to Amazon, eBay or Groupon. We regularly monitor all major third-party marketplaces in domestic and international markets. If you are found to be selling on any third-party websites, you agree to be liable for all online revenues generated, monetary and non-monetary damage incurred to our brand, and the cost of our attorney fees to enforce this policy. You may advertise Alleyoop products for sale on your own company website only upon written preapproval by Alleyoop. Without written pre-approval, you are further prohibited from using Alleyoop brand and product images to advertise Alleyoop in the following channels: i) Google ads, ii) display ads, iii) Facebook ads, iv) Instagram ads, v) Pinterest ads, vi) video or television ads, vii) affiliate/coupon sites, and/or viii) comparison shopping sites or tools.

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