



health &
beauty

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Who We Are

Clients

the *beauty* of it all?

We'll make it happen together.

You may have a brilliant idea for a beauty product, but do you have a brilliant way to bring it to market with maximum impact? That's where we come in as your single-point-of-contact strategic partner - rolling up our sleeves and transforming that idea into a product she desires, and better yet, will tell her friends about.



With product concept and testing, we find out how that idea of yours will play in the real world. Because, to be heard amidst all the white noise, you need a memorable concept. Here's where it gets real traction, with everything from rigorous testing to workshops and thought solutions that focus on your product concept until it's ready for prime time.

case study

SITUATION

Sales in the fine fragrance category were declining in U.S. markets for a \$2 billion global beauty brand, but numbers in the gift giving category were increasing.

ACTION

After testing the idea with consumers, the concept of "fragrance gifting" was born. Each bottle included a charm on the cap, and the top of the carton doubled as a card for the customer to personalize before giving.

RESULT

Two million units were sold globally in the first year, which equaled approximately \$60 million in retail sales.

STRATEGIC PRODUCT CONSULTING

Even stunningly brilliant ideas will fizzle unless placed in the context of the marketplace. But that's the exact point at which we deliver laser-focused product strategies, ROI projections, roadmaps, market analysis and quantitative/qualitative analysis.

QUALITY PRODUCT FORMULATION

From pragmatic ingredient knowledge, to current trends in the ingredient selection, to knowing how ingredients contribute to the performance of finished product formulations, to solving cosmetic problems in a practical way, we've got you covered.

proof of *concept*





igniting ideas

The next stage of your launch – strategic product development – makes it sing across the board. We start with a bulletproof strategy and build with essentials like quality product formulation, smart package design, logos, brand guidelines, photo libraries, key graphics and intellectual product protection.

CUSTOM BRANDING SOLUTIONS

In our book, we find what's irresistible about your product and create a brand culture around it. That culture binds everyone together for a cohesive brand experience.

SMART PACKAGING AND DESIGN

We are also your 360° packaging solution that shepherds the most effective designs from concept to completion for a smooth and on-time production run.

INTELLECTUAL PROPERTY PROTECTION

We navigate the waters of patents, trademarks, copyrights and trade secrets like seasoned guides, so you can concentrate on your product instead of worrying about someone stealing it.

CLINICAL/CONSUMER STUDY LIAISON

We work hand-in-hand with industry-leading resources to conduct these studies so you can have a priceless resource at your fingertips.

REGULATORY COMPLIANCE GUIDANCE

When it comes time to wade into the regulatory jungle, you're going to want an experienced guide at your side. Why? Because a wide range of laws and regulations apply to each type of product and are affected by the product's intended use.



You're just wasting time if you're not connecting on an emotional level with savvy sales and marketing. Fortunately, we specialize in creating desire through data-driven, award-winning creative, production and printing.

GO-TO-MARKET PLAN

No matter what stage you're at, be it sketches on a cocktail napkin, completed product or anywhere in between, we bring a new level of focus to the table to crystallize your goals and outline the specific steps needed to exceed those goals.

COST-OF-GOODS AND PRICING

It takes a unique collection of minds to also maximize the costs of labor, supplies, shipping, containers, freight and overhead – all of which directly impact pricing. Fortunately, it's second nature to us.

TRADITIONAL/ONLINE SALES PLAN

Starting with sales strategies, our battle plan quickly drills down to specifics geared toward you, what you want to accomplish, and which battles you want to fight and how exactly you want to win them.

E-COMMERCE

Vertical Cubed, our e-commerce division, provides effective, affordable, upgradeable e-commerce solutions. Together, we ensure your growth through technology, strategic marketing and fulfillment.

SOCIAL MEDIA

There's a huge difference between merely racking up "likes" and actually engaging real people in a brand conversation. We understand what makes people truly sociable and recognize how to use it to drive brand loyalty and advocacy.

ADVERTISING

Honestly? Sometimes the last thing you need is an ad. So it's a good thing we're not your typical ad agency – leveraging messaging for every medium.

COLLATERAL

Every item with your logo deserves special attention, which is why, even with collateral, we help you determine your environment instead of just reacting to it.

PUBLIC RELATIONS

We marry the best of classic PR with cutting-edge communication tools to tell your compelling story to the perfect audience.

CONTACT CENTER SERVICES

From order processing to payment and delivery, we have it covered.



creating
desire



logistics management



We bring world-class supply chain management to every aspect of your logistics. And whether it's sold by retail or online, we solve one of the biggest challenges to online marketers: returns, with full RMA (Return Material Authorization) capabilities and contact support.

case study

SITUATION

Mía Mariú, a product line for the Latina consumer, was in search of a logistics and fulfillment partner to store and ship items.

ACTION

USFI performed deep analysis on the brand, and applied what we learned to distribute an entire line of cosmetics.

RESULT

With help from USFI, this new product line has flourished and grown.

SUPPLY CHAIN SOURCING

We're ready to manage any or every aspect of your logistics and supply chain through a single point of accountability, with the goal of improving efficiency, reliability and cost containment.

MANUFACTURING

We develop and walk your product through all key steps in getting a product to market - from lab batch to pilot to scaled-up production.

INVENTORY MANAGEMENT

Simply put, if you have inventory that needs to be stored, tracked, managed, packaged or shipped, we have the experience, manpower and facilities to provide precisely the services you need.

ORDER FULFILLMENT

Whether it's integrated program management, kitting and assembling, or retail channel distribution, our core competency in third-party fulfillment will deliver these and other turnkey services.

**Douglas Ritter
President**

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Spent 30 years with major New York ad agencies and globally prominent clients and companies. Brings an unusual insight to the conceptual possibilities and hard realities of marketing today. An expert in digital marketing and social media. Internationally cultured.

**Nancy Henger
Vice President**

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A founding stakeholder of USFI. Has sold major accounts, helped create USFI's corporate structure, and established several departments at USFI. Manages operations of USFI's Hospitality Division.

**Lisa Cohorn
Product Development
Consultant**

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Spent 17 years in brand development at Mary Kay. A product formulation expert that has worked with Estée Lauder brands and the Ebel Skin Care line. Has a combination of contacts, sales skills, and marketing and competitive knowledge to help companies launch and build their brands.

**Bill Jones
Formulation Consultant**

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Specializes in advanced formulations for facial, body and hair care products. Degrees in Psychology and Business, an MS in Clinical Psychology, and an MA in Bioengineering/Health Sciences from MIT. Has a significant track record of successful product formulations and products brought to market during his cosmetics career.

**Steve Ealy
Senior Director of
Creative & Branding**

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Veteran of major advertising agencies and client-side marketing who has created campaigns for JCPenney, Pepsi, KFC, Wendy's, American Airlines, Verizon, MetroPCS and many others. Has grown small department into a full-service creative agency. Widely praised and awarded.

**Robert Lyman
Director of Business Development
& Strategic Partnerships**

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Has worked as Internet services manager, webmaster and technology consultant for medium to large agencies. Since 2003, has developed strategic solutions with online, mobile and digital technologies, and led USFI to attain Microsoft Gold Partner Certification in 2009.

**Dan Zipes
Director of Logistics
& Fulfillment**

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Well-seasoned logistics and fulfillment specialist with Nestle Co., FoxMeyer Drug Company, Red Line Healthcare, and Home Interiors and Gifts. Joined USFI in April 2008. Directs all logistics and fulfillment functions within USFI. Degrees in Finance and Marketing from Pace University.



clients

Our extended team has worked on many projects that have yielded successful results. Below is a sampling:

Mary Kay	Antecol Design	Estée Lauder
Ebel Skin Care	Sally Beauty	Origins
Dr. Jason Diamond Skin Care	Mía Mariú	Aramis
JCPenney Salon	Vaseline Dermatology Formula	Prescriptives



With USFI Health & Beauty as your partner, you can take your idea from its humble beginnings to a product that's ready to compete in the global marketplace. We offer product testing, strategic development, sales and marketing, and logistics services, and we're ready to help make your idea a reality.

Let us put our expertise to work for you. Call us today to learn more about a partner who is willing to put everything we've learned on the line, for every client.



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