



# QUICK DELIVERY OF BEAUTY THAT'S SKIN DEEP

"We blend it fresh and ship it fast. DHL ensures fast transit."  
-May Lindstrom, founder and CEO, May Lindstrom Skin

DHL Express – Excellence. Simply delivered.





When customers of May Lindstrom Skin order from the luxury line of organic skincare products, they expect everything to be flawless: the product, the presentation, the packaging—and the delivery. “We need every shipment to arrive as close to perfect as possible,” says May Lindstrom. DHL helps see that each one does.



## THE CHALLENGE

May Lindstrom started her skincare line in 2009 with a clear vision of what it would be: ultra-pure ingredients, responsibly sourced—and only by her company—and packaged with both aesthetics and practicality in mind. The company’s seven core products can be adapted for a full spectrum of skin conditions, from acne to post-cancer treatments. They contain only plant and mineral ingredients; are mixed in microbatches in the company’s Los Angeles, Calif., “kitchen”; are organic and cruelty-free; and are packaged in protective, opaque Miron violet glass jars to help ensure their freshness.

The company originally relied on the postal service for delivery, but it was frequently far from smooth. “It gets complicated shipping plant- and mineral-based products to other countries when the shipments arrive in Customs,” says Lindstrom. “The import requirements can be challenging.”

Even more challenging was not knowing when a customer’s shipment was being held up by Customs—sometimes for as long as eight weeks.

## THE SOLUTION

Switching to DHL has helped minimize the challenge significantly, saving not just the order but the company's credibility with its discerning customers.

And if an international order does still hit a snag in Customs?

"We've been able to see what happened and how we need to handle the next shipment to that country," says Lindstrom.

Fortunately, with DHL, the frequency of shipment snafus is far less than before. Having deep expertise in navigating Customs in just about every country in the world has been an asset. DHL is able to advise the company on the feasibility of shipping their products to certain countries where there will be issues with the content of their packages.

"DHL has helped us identify any places where we can't keep our promise to customers due to regulatory hurdles," says Robert Metcalf, Lindstrom's husband and business partner. "They've provided much-needed clarity."

Using DHL has also enabled Lindstrom to add an option to the online ordering process for international customers to pay duties and taxes in advance.

"It saves on any unhappy surprises of a second payment being due," says Lindstrom. Especially since, as Metcalf points out, Europeans are accustomed to paying the complete price, including tax, at the outset.



## RESULTS

Since switching to DHL, May Lindstrom Skin's market share has grown, particularly internationally. It's proof that, no matter how good a company's product is, a brand promise is only a promise until it's literally delivered—and satisfactorily. It's how a company builds trust with its customers.

"Predictability and speed are what DHL brings to our delivery service," says Lindstrom. "It means customers might be receiving products that we produced just a week ago"—literally, fresh out of the May Lindstrom Skin kitchen.

Part of the formula for driving the ultimate customer experience, she says, is keeping both manufacturing and fulfillment in house, and leveraging the highly customer-centric approach of DHL for international orders.

"Our job is to ensure that every box arrives in infallible condition," says Lindstrom. "The shorter transit time that DHL provides is definitely a help."



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