

Santhilea London breaks into US market with first CVS orders



Santhilea - Another successful products distribution for Coast to Coast Fulfillment Inc.

SANTHILEA  **LONDON**

advertising; and the US retailers are on a different scale, often using EDI systems and with very specific accounting and logistics systems," she added.

"We were introduced to Coast to Coast Fulfillment to act as our team on the ground in the USA by UKTI, and with their help we have been able to set up all the necessary systems and ensure the product arrived safely where and when it was needed. It is early days in a massive potential market, but we are now equipped to fulfil to any retailer, wholesaler or even direct to consumers via our ecommerce website in the US, if we decide that is a viable route to market," said Ms Yung.

"To gain a foothold in the US market is great news for Santhilea, and CVS is one of the biggest brand opportunities within the cosmetics sector, so it's even more of an achievement to secure them as your first US customer."

Santhilea London is one of a growing number of cosmetics businesses from the UK enjoying export success in the States. Other retail brands working with Coast to Coast Fulfillment include Somersets Shaving Oils, who sell through Walgreens and CVS chains, and aromatherapy product specialists Base Formula.

"Fashion, beauty and luxury brands from the UK all have a cache that US rivals struggle to replicate, and so I think they will always have a slight edge," added Mr Wyant.

Growing UK cosmetics brand Santhilea London has delivered its first US market export order to the country's largest pharmacy chain, CVS, which has over 9,600 stores across America.

The rapidly growing London-based business was started in 2012 by Santhilea Yung, and has already exported its award-winning mascara and lip care products to over 10 countries including Norway, Spain and Holland.

The first order for the brand's new lip care product, was fulfilled by Rhode Island based US logistics partner Coast to Coast Fulfillment in May and is their first to the world's largest consumer market.

"To gain a foothold in the US market is great news for Santhilea, and CVS is one of the biggest brand opportunities within the cosmetics sector, so it's even more of an achievement to secure them as your first US customer," said Jeff Wyant of Coast to Coast Fulfillment Inc, which manages retail and consumer distribution for a number of UK cosmetics brands in the USA.

"There are more than 60,000 pharmacies in the USA, and CVS operates almost 10,000 of these. Securing an order this prestigious is a little like getting to the finals of Wimbledon on your debut, and we hope the products are a great success with US consumers, who love the British style and the quality of UK products, especially in retail and cosmetics," he said.

The initial order of the firm's innovative lip balm product, 'Real Rebel' Colour Perfect Luxury Lip Care, was secured in January 2016 and entrepreneurial founder Santhilea Yung turned to overseas trade experts at UKTI to assist with preparation and contacts to enable her smooth entry into the US market.

"The first order in a new territory is always exciting but comes with a lot of new challenges and usually requires research, which UKTI have been really good with assisting with in many markets," said Santhilea Yung.

"The US is a particular challenge as the geography is vast. The 50 states all have their own legislative issues; there are strict federal rules on packaging and