



ANVYL

CASE STUDY

**How Fig.1 Beauty
Built an Optimized Supply
Chain and Quickly Scaled
with Anvyl**

About Fig.1 Beauty

Founded in 2020 by three female co-founders, Fig.1 Beauty is a popular DTC and retail brand that sells high-performance, luxury skincare products at an accessible price point. The company is comprised of board-certified dermatologists, cosmetic chemists, estheticians, and entrepreneurs driven by a mission to demystify and democratize skincare.



Ramping Up from 0 to 1

Scaling a brand from scratch is a challenging process in even the most normal times, but attempting to do so during a global pandemic can seem like an impossible feat. This was the situation Denise Papa faced when she joined Fig.1 Beauty in September 2020 as Head of Supply Chain Operations.

Denise and her team had a tall order in front of them: they needed to identify packaging suppliers, contract manufacturers, and third-party logistics providers, all while implementing the necessary systems and tools to track their products as they moved through the supply chain. But that wasn't all. The team also had to work with independent formulators for stability testing to ensure that the formulas were scalable from a laboratory environment to their contract manufacturers.

With plenty of supply chain experience, including nine years at Unilever, Denise knew that a successful supply chain would only be possible with the right tools and technology. That's where Anvyl came in.

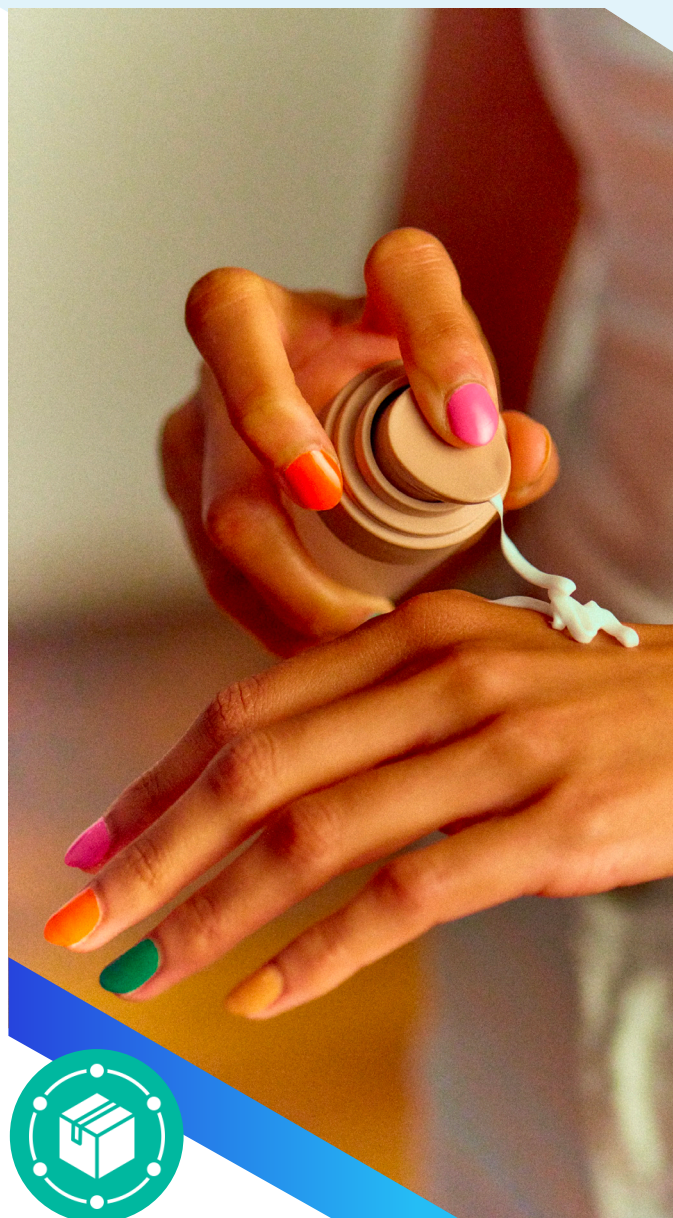
Optimizing the Supply Chain for Success

In November 2020, Denise brought in Anvyl to bridge the gap between Fig.1 Beauty's global supply chain team, suppliers, and logistics providers. Having worked with Anvyl in a previous role, Denise was familiar with how the platform could help the team optimize productivity, increase visibility, improve collaboration, and automate processes across their entire supply chain. She also knew that without these things, it would be impossible for Fig.1 Beauty to scale.

As Denise notes, "When building a brand from scratch, you're spreading an enormous amount of work across a small team. On top of that, you need to be ultra-conscious about your resources allocation. Anvyl allowed us to do more with less and gave us peace of mind knowing what was happening at each step along our supply chain."

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Despite the odds stacked against them, the team was able to build out a robust supply chain in under a year, and in June 2021, the brand officially launched its product line, featuring six products. The launch was



a resounding success, with the products being available through DTC e-commerce, as well as in dermatology clinics and esthetician salons.

Highlighting the role Anvyl played in Fig.1 Beauty's early success, Denise says, "The platform makes sure that all of our data is organized in a beautiful seamless way allowing us to trace our orders and maximize our supplier relationships."

Up Next: Scaling from 1 to 2

In March 2023, Fig.1 Beauty announced its debut at more than 3,200 CVS stores nationwide — and they're not slowing down. As the brand continues to strengthen and evolve their supply chain, Anvyl will be there to provide the visibility, collaboration and intelligence they need to scale.

As Denise notes, "Bringing on a retailer just brings a whole new set of complexities and challenges. We're thrilled to have Anvyl onboard to navigate the next chapter of our growth."

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Results

With Anvyl on board to help manage the complexities of a global supply chain, the Fig.1 Beauty team was able to double their sales between June 2020 and June 2021.

Here's a closer look at the role Anvyl played in helping the brand achieve this type of growth:



Stood Up Supply Chain in Under a Year

Under the direction of Denise, Fig.1 Beauty stood up an entire supply chain and launched a product during a global pandemic in around 9 months.



Increased On-time Shipments by 41%

From 2021 to 2022, the Fig.1 Beauty supply chain team was able to increase on-time shipments by 41%, providing greater control and clarity across the business for when products would be available to meet the increasing demand across channels.



Strengthened Supplier Relationships

With centralized communication, improved collaboration, and enhanced alignment throughout the order process, the team was able to improve communication with their suppliers, boasting an engagement rate of over 90% in 2022.



Reduced PO changes by 53%

With end-to-end visibility and stronger supplier relationships, Fig.1 Beauty was able to reduce the number of purchase orders they needed to edit by more than half from 2021 to 2022.