

MUSTELA USA/CANADA

Expansion to Canada

FULFILLMENT

Skin Care Specialist for baby mother-to-be. In 1950, the very first Mustela product was created. At this time mothers were searching for a product designed specifically to cleanse the delicate skin of their newborn babies without the harsh drying effects of ordinary soaps used at the time. By combining gentle cleansing ingredients with moisturizing sweet almond oil, Mustela revolutionized the daily bath routine, by creating one easy to use product, Mustela Cleansing Lotion for Babies.

CHALLENGE:

Mustela®, an Expanscience Laboratories brand, is marketed in more than 40 countries around the world. The Mustela USA subsidiary recently relied on its fulfillment partner, Marketing Alternatives, to assist with its expansion into Canada. This initiative required modification of existing U.S. inventory to comply with Health Canada requirements. Marketing Alternatives completed the necessary modification and established protocol for maintaining Canada-specific inventory and managing packaging and carton inventory levels.

SOLUTION:

Working closely with Mustela USA management, Marketing Alternatives relabeled and reboxed products to meet Health Canada requirements. An inventory management system featuring automated re-order notifications was implemented to assure adequate stock levels of Canada-specific packaging and labels are readily available. New receiving guidelines were also established to prevent any confusion between Canada and U.S. packaging.

Because Mustela USA and Marketing Alternatives worked as a team to implement the Canada launch, the expansion effort was smooth and trouble-free. Inventory levels have been adequately maintained for both U.S. and Canada and compliance with all Health Canada packaging restrictions was achieved.

“Marketing Alternatives’ management and staff displayed willingness to work with Mustela in implementing our distribution expansion and have been a contributing factor in our success. Active and forward thinking on their behalf has pointed out instances of potential issues and we have been pleased to have such a proactive partner as we continue to expand our business.”

Amie Youngs, Senior Logistics Manager, Mustela USA

