



The pandemic spurred their business and UPS launched them to higher ground

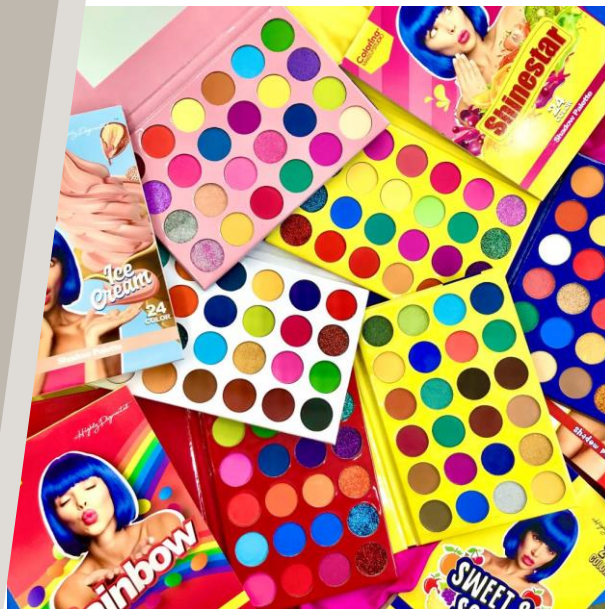
An SMB that gives color to electronic commerce

The COVID-19 pandemic accelerated the expansion of online sales, and many SMBs have had to adapt to new market demands. This was the case of Total Cosmetics Distributors Corp. who has more than twenty years of experience in the cosmetics industry in Puerto Rico.

The SMB's main brand is Colorina® MakeupStudio, which began in 2014 with only one product on the market, nail polish. They were so successful that today they have a line of cosmetics, skin care products, eyeshadow palettes and much more. Their products are not only sold online, but are also available in large retail stores in Puerto Rico. They work with various collections inspired by different themes, and they produce new products every month.

Their success has been due in part to two sisters who were hired to run the company: Yadira Rodríguez and Yarlyn Rodríguez. They have managed to expand their product line and are distributing their merchandise throughout the island of Puerto Rico, and also ship to clients in the United States. They have focused on product design based on the preferences of Latin American women, in addition to providing a product free of animal cruelty, with quality at a low price.

"We are proud of our entire team. But especially as women, being able to help other women feel beautiful inside and out is the most important thing to us," said Yarlyn Rodríguez, marketing director and graphic designer. "If we can help build their self-esteem and confidence, that to us is an achievement."





“What we like most about UPS is their customer service, the variety in box sizes, the attention and availability of its employees, and the speed of service,” said Yadira.”

*Yadira Rodríguez, office and logistics manager and
Yarlyn Rodríguez, marketing director and
graphic designer
Colorina® MakeupStudio*

Over time, and with the growth in popularity of social media, they designed their own website. They began to increase their customer base and in 2019, they turned to UPS to ship their products efficiently and quickly to the United States. They were very successful not only with optimal transit time for their shipments, but because they were able to offer better customer service.

In 2020, with an increase in the weekly demand for their products online, they were even more dependent on UPS reliability. They wanted to offer their customers in Puerto Rico, and outside of Puerto Rico, more shipping options and ensure that orders arrived on time. UPS did not fail them.

“Our experience with UPS has been excellent and especially their service during the pandemic was of great help in every way, including customer service,” said Yadira Rodríguez, office and logistics manager. “They have helped us strengthen our credibility with the public since packages now arrive quickly to their homes.”

Previously, they did not have direct pickup to their offices, and they had no guarantee that their orders would reach their customers on time. Past shipments arrived late, and the box sizes were not adequate, causing issues with customer service.

Not only was UPS able to provide them with the confidence needed in having an experienced transportation company, but it also provided them access to a variety of UPS shipping boxes, to facilitate all order sizes and provided the convenience of a daily pickup from their offices. Their shipments now arrive quickly, using [UPS Next Day Intra](#) service within Puerto Rico, with a one-day guarantee within the island. And for shipments to the United States, they use [UPS 2nd Day Air®](#) service, with a two-day guarantee.



A dazzling palette of solutions

To better serve its customers, Colorina added to its array of options [UPS Quantum View® Manage](#), a technological tool that allows them to track and have visibility of their shipments any time, through notifications and reports that optimize the administration of their supply chain.

Colorina is also very focused on their image and that is why they chose [UPS WorldShip®](#), which offers the ability to easily process their shipments, configure alerts and track packages. This allows them to enhance their professional image through the printing of custom shipping labels, an advantage when it comes to promoting your brand. With UPS WorldShip® they cannot only add their logo to their labels, but they also have the ability to communicate personalized messages to their customers, such as offers for the month. This is an optimal tool for SMBs that choose e-commerce because it allows them to automate processes and save on promotional costs.

Colorina®
MAKEUPSTUDIO

Many places to powder your nose

We are not always at home, and UPS knows that. That's why Colorina customers have the option to receive their local deliveries at [UPS Access Point™](#) locations. These establishments, which are authorized by UPS, give the end consumer the peace of mind to direct their packages to a safe location and to pick them up at their convenience. This also represents a more economical shipping option as compared to residential deliveries. This is a win-win situation not only for businesses that sell their products online, but for the end consumer. Currently, UPS has more than 60 of these collection and shipping centers to support SMBs like Colorina in Puerto Rico, and a network of almost 40,000 of these centers around the world, making life easier for their customers.

Colorina now has the confidence that their products arrive on time and without any issues. “What we like most about UPS is their customer service, the variety in box sizes, the attention and availability of its employees, and the speed of service,” said Yadira. They are currently providing their services only to the United States and Puerto Rico, but they have the goal of expanding their business to the Dominican Republic and Mexico. With UPS’s help, they will not only increase their online sales, but also expand to Latin America.

