

TIMELESS SKIN CARE

CASE STUDY

A comprehensive analysis of Timeless Skincare's journey, challenges, and strategic solutions.

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Executive Summary

This case study explores Timeless Skincare, a brand navigating market expansion and innovation challenges in the competitive skincare industry.

Key Findings:

- Timeless Skincare is a brand committed to offering high-quality, affordable products by replicating the formulas of premium skincare rivals. With the global skincare market valued at \$115.65 billion in 2024 and projected to reach \$194.05 billion by 2032, the industry presents strong opportunities for growth. However, it also remains highly saturated due to low barriers to entry.

Proposed Solution:

- To stay competitive and expand its market share, Timeless must differentiate itself beyond ingredient transparency and affordability. We recommend a three-faced solution:
 - Expand retail presence to boost visibility and accessibility,
 - Leverage influencer marketing to build trust and credibility among target consumers, and
 - Host in-person branding events to deepen customer engagement and enhance brand recognition.

Background

Company Overview

- Founded in 2009 and headquartered in Rancho Cucamonga, California
- Known for its clean, affordable, and effective formulations, featuring high-quality active ingredients like Vitamin C, Hyaluronic Acid, and Matrixyl 3000
- Timeless caters to customers who seek results-driven skincare without the premium price tag often associated with luxury beauty brands.





Background

Market Position

- Within the highly competitive and rapidly evolving skincare industry, where consumer preferences are shifting toward transparency, science-backed ingredients, and minimalistic routines.
- The brand distinguishes itself by offering simple formulations with few ingredients, no unnecessary fillers, and a strong emphasis on efficacy.
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Business Model

- Timeless employs a lean, vertically integrated business model
- The company formulates and manufactures its products in-house, allowing it to control quality, reduce costs, and quickly respond to market trends.
- This operational efficiency supports its value-driven pricing strategy and rapid product development cycle.



Market Analysis

Market Growth Overview

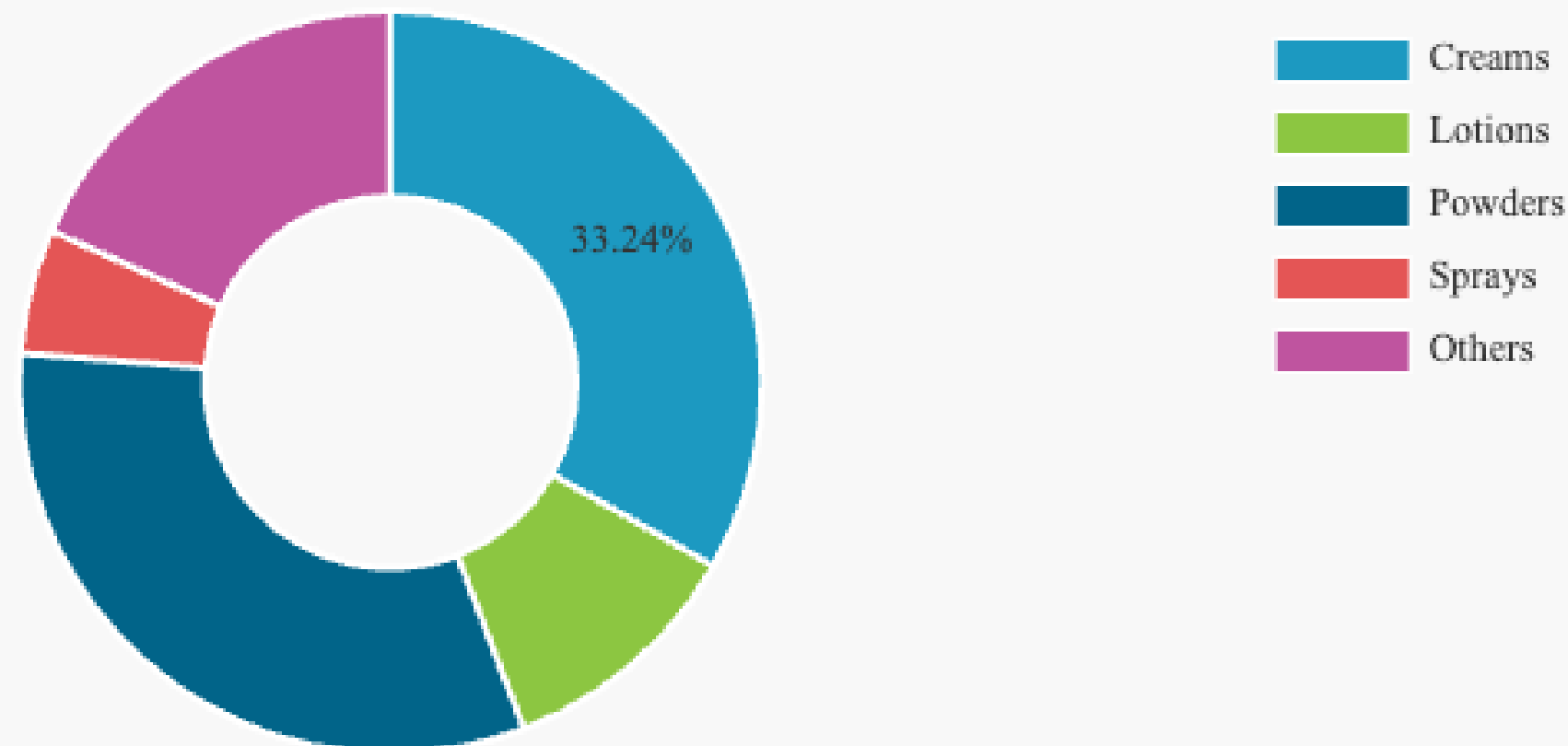
- The global skincare market size was valued at USD 115.65 billion in 2024.
- The market is projected to grow from USD 122.11 billion in 2025 to USD 194.05 billion by 2032, exhibiting a CAGR of 6.84% during the forecast period.
- Asia Pacific dominated the skin care market with a market share of 51.58% in 2024.
- The skincare market size in the U.S. is projected to grow significantly, reaching an estimated value of USD 30.42 billion by 2032, driven by a surge in demand for organic and natural products.

Market Changes

- Digital transformation is accelerating consumer behavior shifts
- Clean beauty movement gaining mainstream momentum
- Rise in demand for personalized skin care solutions (e.g., Hims & Hers)

Market Analysis

Global Skincare Market Share, By Product, 2024



www.fortunebusinessinsights.com

Product Selection

- As seen on the graph to the left, the products that do the best are creams and powders
- Timeless Skin Care's best sellers are all serums, which fit into the "other" category
- Timeless may want to consider duplicating other products in the creams and powders space to obtain more market share



Timeless Skincare Competitors

Timeless Skin Care has 786 active competitors, including 60 funded and 26 that have exited.

Here are some examples of competitors:

MCoBeauty

Founded in 2016, MCoBeauty is an Australian cosmetics brand valued at around one billion dollars. Its strategy centers on creating affordable lookalikes of high-end beauty products by copying packaging and trends. This contrasts with Timeless, which focuses on replicating formulas rather than designs. MCoBeauty has faced legal troubles and controversy over trademark violations and poor product quality.

Skincare Generics

Founded in 2018 and based in the United States, Skincare Generics shares a similar mission with Timeless, aiming to deliver “luxury skincare for less.” The brand offers lower-cost versions of popular high-end products by matching ~80% of the ingredient lists found in premium formulations. The company relies on direct-to-consumer e-commerce and positions itself as a more affordable option for ingredient-savvy shoppers who want the performance of top-level skincare without the high markup.



Market Comparisons

Comparison to Fashion Industry

Steve Madden

Steve Madden is a publicly traded fashion company with over \$2.3 billion in annual revenue. It has achieved widespread success by tracking runway trends and quickly replicating them in its own product line. Similarly, Timeless follows the latest breakthroughs in skincare and develops lower-cost alternatives that replicate the performance of premium products. While Steve Madden focuses on design and trend replication, Timeless emphasizes ingredient matching and clinical efficacy. Steve Madden demonstrates the viability of the dupe model at scale and across industries. Both brands highlight how a well-executed dupe strategy can disrupt luxury markets by offering comparable quality at significantly lower prices.

The Problem

Although Timeless Skin Care has already done very well, its business plan is not unique. With low barriers to entry and many competitors, Timeless Skin Care needs to find a way to stand out and gain more market share.

WHICH LEADS US
TO THESE KEY
QUESTIONS..



Which marketing strategies
would increase product
visibility and adoption?



What strategic partnerships
align with Timeless Skin
Care's goals and vision?



Solution 1:

Expanding Retail Presence

Expand into Walmart

- Walmart has a similar business model that thrives on selling good and affordable products
- Must apply to become a Walmart supplier

Reasoning

- Expanding into Walmart and other retail stores will help Timeless establish themselves as a popular and trusted brand

Solution 2:

Influencer Marketing

- Working with influencers to market is a good strategy to increase brand visibility
- Influencers have build trust with their audience, and that trust gets passed over to Timeless
- Influencer marketing also allows Timeless to target specific demographics to increase sales

<https://www.tiktok.com/t/ZT6FFuJQG/>
Dr. Shah, a popular dermatologist on TikTok, showcasing the Vitamin C serum





Solution 3:

Branding Events

In-Person Marketing Events

- Events such as Pop-ups provide a unique shopping experience and brand exposure
- Something as simple as having samples for people to try outside of stores can also be effective

Reasoning

- In-Person marketing events are effective because they create deep connections with consumers, build trust, and offer unique engagement opportunities that set companies apart

Implementation Plan

Expanding Retail Presence:

- **Goal:** Integrate Timeless Skincare into **Walmart's** retail and digital ecosystem to increase visibility.
- **Objectives:**
 - Establish a supplier relationship with Walmart
 - Ensure in-store readiness (packaging, compliance, shelf design)
 - Align with Walmart's value-based brand identity
 - Create a strong customer experience both online and in stores



PHASE 1: PREPARATION

Complete Walmart Supplier Application and onboarding



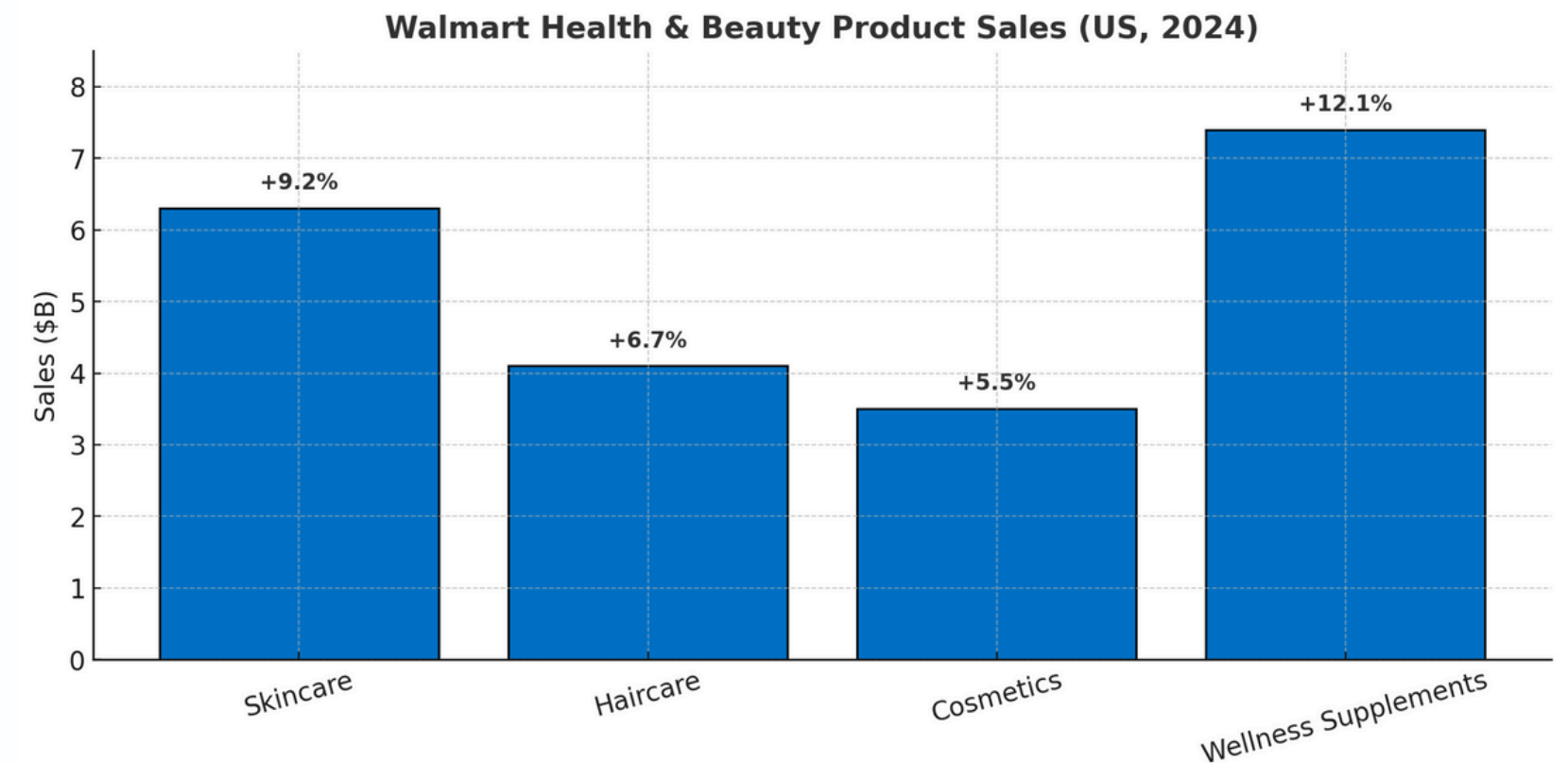
PHASE 2: RETAIL INTEGRATION

Coordinate logistics for centralized distribution



PHASE 3: PROMOTION

Launch promotional displays (endcaps, samples)



Implementation Plan

Marketing Strategy: Building Trust Through People

1

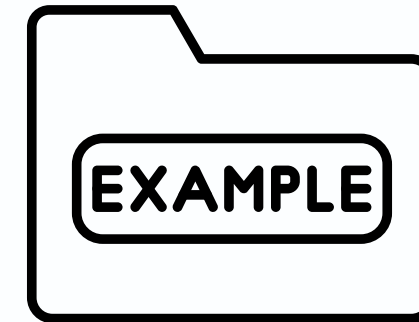
First, we identify high-trust voices and medical professionals like **Dr. Shah** who already speak to skincare performance, ingredients, and affordability.

2

Leverage the organic mention he's already made of our *Vitamin C serum*. This gives us credibility and a starting point

3

The end goal is a relationship with audiences that follow people they trust. And when those people use Timeless, we see growth.



Dr. Shah — Skincare by a Dermatologist

Dr. Shah is a board-certified dermatologist and one of the most respected skincare voices on TikTok and YouTube, with millions of followers.

- Boost product **credibility** among ingredient-savvy shoppers
- Tap into **already-engaged** skincare communities
- Help shift Timeless from a niche online brand to a **trusted household name**



Implementation Plan



Pop-up Shop



Abbot Kinney Blvd, Venice, LA

Why here?

Trendy, high-foot-traffic area with skincare-conscious shoppers and strong influencer presence—ideal for Timeless’s target audience.

Months 1–2

Months 2–3

Launch Week

Set-Up

Secure lease and design pop-up with **facials and trials**.

Promotion

Collaborate with microinfluencers and promote on social media.

On-Site Strategy

Offer deluxe samples and exclusive bundles during launch week.





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