



ENCEIBA

Case Study | Lancer Skincare



## From Channel Conflict to Channel Control: How Enceiba Helped Lancer Skincare Dominate Amazon

In the competitive world of beauty supply, maintaining brand reputation and controlling distribution channels is integral to both short- and long-term success.

### What you need to know about Lancer Skincare.

Founded by a leading dermatologist in 1983, Lancer Skincare is a prestige beauty brand located on Rodeo Drive in the heart of Beverly Hills, California. The company develops and markets high-performance skincare solutions based on The Lancer Method, a revolutionary anti-aging protocol developed by renowned dermatologist Harold A. Lancer MD.

Lancer Skincare had built a sizeable business selling its luxury skincare products to some of the most well-known actors and influencers in Hollywood. Over time, Lancer broadened its brand reach, selling its products wholesale through professional dermatologists and luxury beauty retailers such as Nordstroms, as well as creating a robust branded Ecommerce experience that served both B2C and B2B customers.



**Enceiba is my all-in-one solution for Lancer's Amazon business. The team at Enceiba truly works as an extension of my team. They are our partners in marketing & sales strategy, budget planning, and execution. I've been approached by many Amazon agencies, but Enceiba is different, really at another level—they helped us understand and then capitalize on our opportunities in record time. I highly recommend that any brand considering Amazon work with Enceiba to reach their maximum potential."**

**- Jonathan Cohen**  
Chief Marketing Officer  
Lancer Skincare

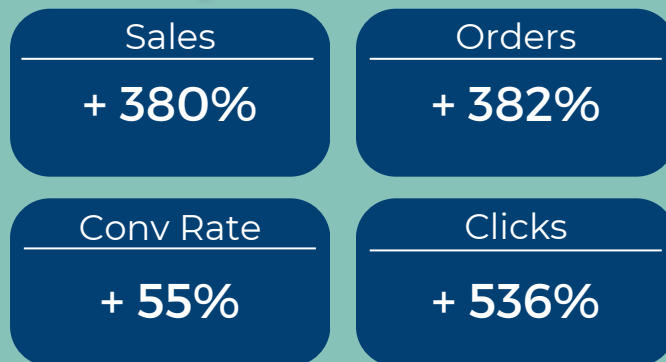


ENCEIBA

Lancer Skincare knew that Amazon was an opportunity for both B2C and B2B sales, but had heard horror stories about Amazon driving prices down and preventing other businesses from buying products wholesale. With limited internal knowledge and skills, they were unsure how to approach Amazon or even if it was worth their investment.

In an effort to get a more informed understanding of their opportunity, Lancer turned to Enceiba to help them gain the insights and strategy needed for conquering the world's largest marketplace.

### YTD Seller Central Data & Statistics Comparison: 2021 vs. 2020



Enceiba. (2023). Seller Central Data & Statistics YTD 2020 thru 2021

## Analysis and Execution: The Cornerstone of an Effective Amazon Strategy

Enceiba stepped in to analyze the opportunity and identify the brand's potential on Amazon. Given the brand's reputation, it was no surprise that there were millions of searches for Lancer Skincare products. However, because their products were not listed, customers likely purchased alternative products from competitors. What's worse, Enceiba found a handful of Lancer-branded products that were possibly knock-offs being sold by several unknown resellers, opening the door to significant damage to the brand's reputation.

Enceiba developed a comprehensive business case that highlighted the potential revenue and the importance of channel control. With approval from the board, Enceiba and Lancer launched a new branded storefront with enhanced brand content through Amazon's Seller Central (also called 3P), giving Lancer full control over pricing and distribution.

Additionally, Enceiba created compelling A+ brand content and registered the brand with Amazon's Brand Registry, a key step in preventing unauthorized resellers on the platform. Enceiba also developed and launched an Amazon ad campaign to regain control over the brand's presence and differentiate its premium skincare products from those of its competitors.

Perhaps most importantly, Enceiba facilitated the brand's entry into Amazon Business, enabling B2B buyers such as clinics and boutique retailers to purchase their products. This included implementing a strategic channel control approach to eliminate unauthorized resellers and only engage with authorized resellers.

## From Zero to Millions in Under a Year

Thanks to Enceiba's expert guidance and leadership, Lancer's brand presence on Amazon has grown into a multi-million-dollar channel and has become the fastest-growing segment of their business. By maintaining control over retail and B2B pricing on Amazon, they have successfully eliminated channel conflict and entirely avoided price erosion.



ENCEIBA



Both the brand's B2C and B2B customers can now easily find and purchase Lancer's products through their Amazon storefront and optimized product pages. Furthermore, their entry into Amazon Business has opened new avenues for growth and expansion.

Enceiba continues to provide Lancer Skincare with ongoing support, ensuring that the brand maintains best practices for a successful Amazon program, and is working with Lancer Skincare to expand their presence internationally. By implementing effective channel control measures, enhancing brand presence, and driving sales, Lancer has achieved remarkable results and is poised for continued success in the ever-competitive skincare industry.

### THE METHOD 3-STEP

The Lancer Method: Polish, Cleanse and Nourish is the first regimen Dr. Lancer recommends to all new patients. This simple, 3-Step routine of exfoliating, cleansing and moisturizing works by influencing the skin's natural regenerative cycle, which gradually slows down as one ages. It reverses this slowdown by promoting cell turnover and natural collagen regeneration, thus training the skin to renew itself faster. The simplicity of the Lancer Method belies its remarkable ability to improve and slow down signs of aging for visibly younger, more radiant-looking skin.

#### 3 POWERFUL STEPS



**STEP 1 | THE METHOD: POLISH**  
Start with an exfoliating scrub to prepare skin for cleansing and treatments. This daily resurfacing helps skin look radiant.



**STEP 2 | THE METHOD: CLEANSE**  
Follow with one of Dr. Lancer's light-foaming cleansers to gently remove impurities for fresh, healthy-looking skin.



**STEP 3 | THE METHOD: NOURISH**  
Finish the routine with essential moisturizing nutrients for a visibly renewed and youthful appearance.



**Normal-Combination**  
Your skin isn't excessively oily or dry. You have infrequent breakouts and rarely experience sensitivity.



**Sensitive-Dehydrated**  
You experience redness, severe dryness and/or skin reactivity most of the time.



**Oily-Congested**  
You experience excessively oily and congested skin along with frequent breakouts.

### Enhanced Brand Content created by Enceiba

Are you prepared to embark on your Amazon selling journey? Don't navigate the vast marketplace alone - let Enceiba be your trusted companion every step of the way. Reach out to us today for a complimentary 30-minute Amazon assessment, where we'll analyze how your business fares against competitors and unlock growth opportunities. Together, let's soar to new heights on Amazon!

## Amazon Frustration? Let's Talk Strategy

✉ sales@enceiba.com

☎ 732.208.2763

🌐 www.enceiba.com

📍 Scottsdale, AZ



ENCEIBA

Member: ISA