

**YOUNIQUE'S  
UNIQUELY LOCAL  
APPROACH TO  
BEAUTY SALES**





THE BUSINESS:  
**BUILDING CONFIDENCE THROUGH BEAUTY**



Younique is a direct sales beauty company whose products are sold by independent contractors, or "presenters," in 18 countries around the world.



Its sales force of roughly 300 presenters, primarily women, invites social media connections to parties hosted online.

**IN 2022, YOUNIQUE GENERATED JUST OVER \$50 MILLION IN NET SALES, WITH THE MAJORITY OF THEIR REVENUE COMING FROM THE U.S. AND FRANCE.**

Source

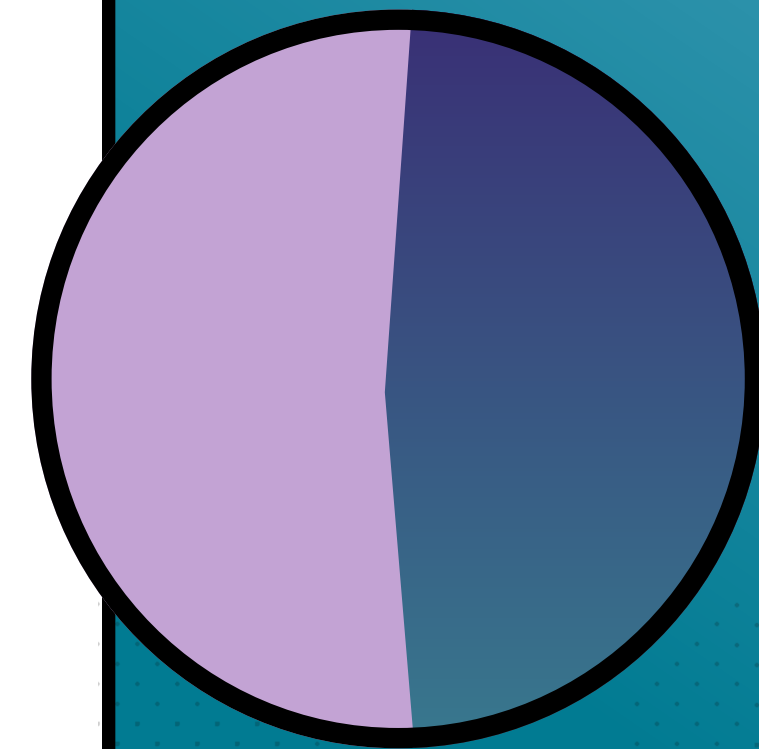
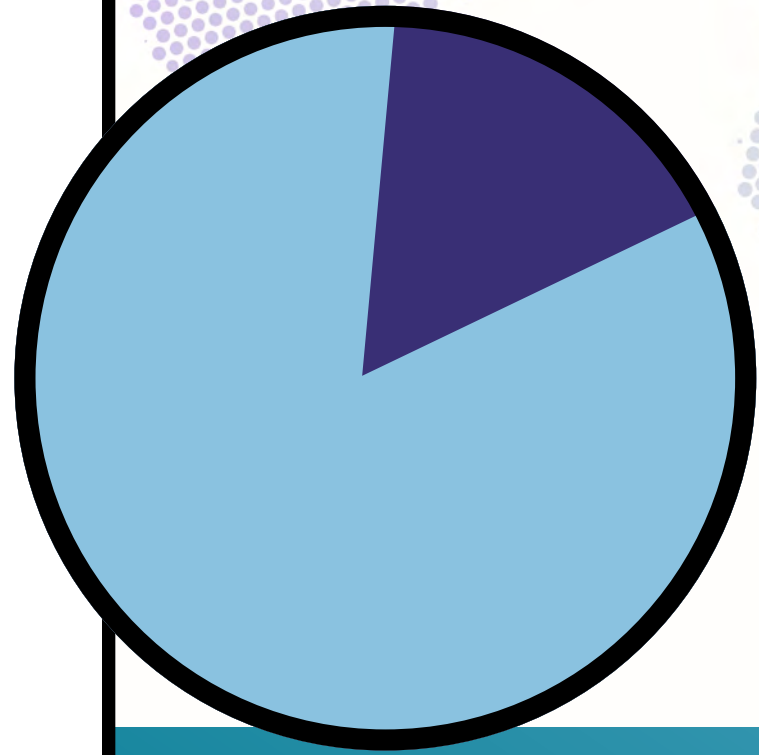


10% of every sale is donated to Saprea, an organization that brings healing to survivors of childhood sexual abuse.



# THE LANDSCAPE: THINK GLOBALLY, ACT LOCALLY

Founded in Utah in 2012, Younique first expanded from the U.S. into Canada. It now operates in five continents.



...to 55% U.S./45% international.

**"WE EMPOWER MOMS WHO NEED TO MAKE SUPPLEMENTAL INCOME TO BE ABLE TO MAKE A LIVING."**

**"OUR SUCCESSFUL PRESENTERS BUILD A COMMUNITY WHERE THEY SUPPORT EACH OTHER."**



CHRIS HURST

Younique's Director of Accounting explains that the company's mission is to connect women all over the world with meaningful work opportunities and like-minded peers.

Younique is always looking for new talent to join its global sales force, including marketing specialists who transcreate promotional materials into the local language.





THE CHALLENGE:  
**HIRING TOP TALENT IN MANY MARKETS**

Finding the right talent can be difficult, and onboarding the wrong people is both costly and inefficient.



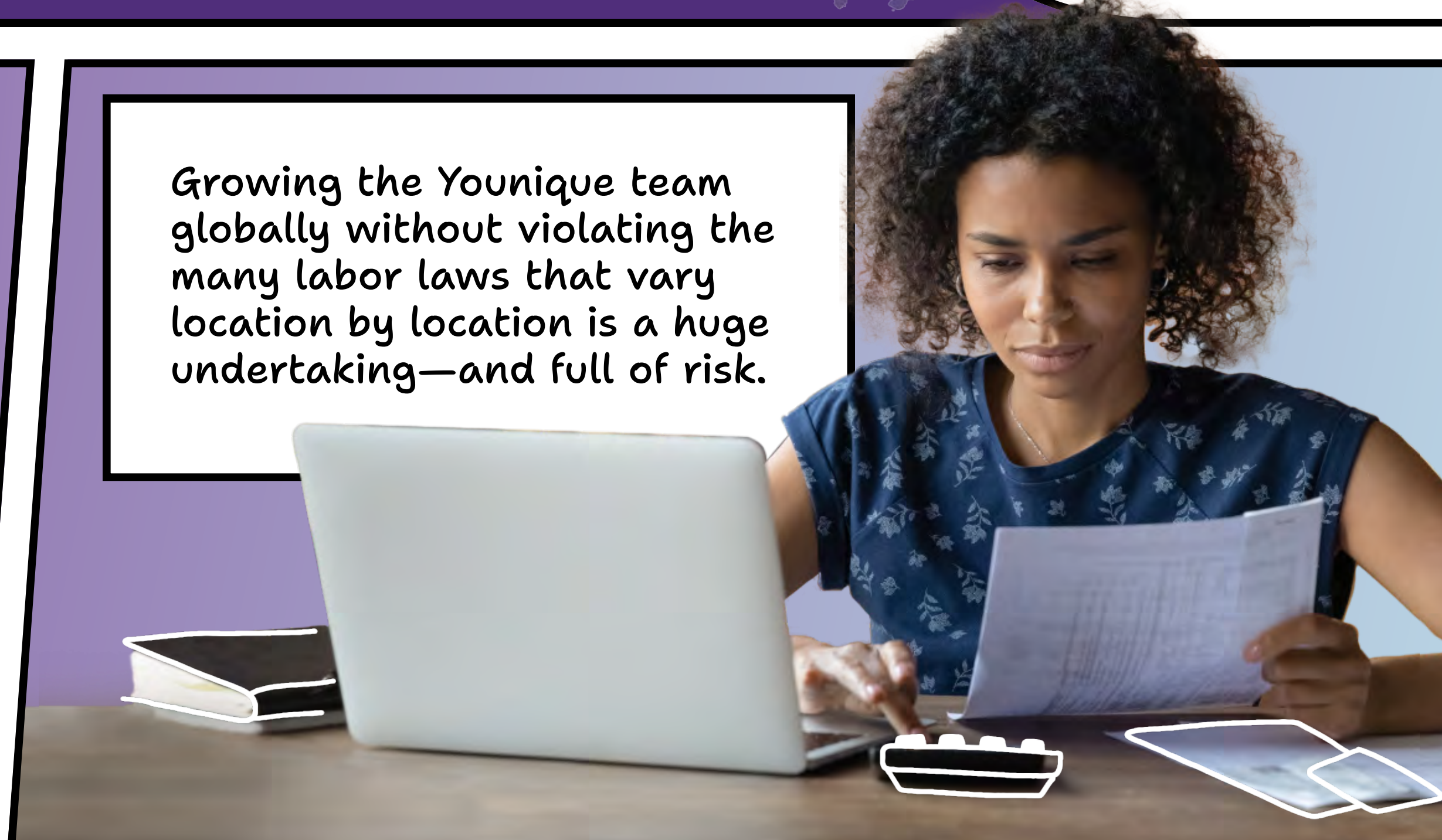
Expanding into 17 new countries in 10 years gave Younique a lot of firsthand experience navigating the complexities of recruiting and hiring internationally.



"THE SECOND WAVE OF EXPANSION WAS LOOKING FOR PEOPLE IN FOREIGN COUNTRIES TO SUPPORT OUR PRODUCTS IN FRENCH, SPANISH AND GERMAN," HURST EXPLAINS.

**"WE DON'T HAVE THE EXPERTISE IN HOUSE TO MANAGE THE HIRING PROCESS WELL. WE'RE ALWAYS TRYING TO GET CAUGHT UP ON HOW MANY VACATION DAYS AND WHICH HOLIDAYS ARE REQUIRED, AND IF THERE ARE 13 OR 14 PAY PERIODS."**

Growing the Younique team globally without violating the many labor laws that vary location by location is a huge undertaking—and full of risk.

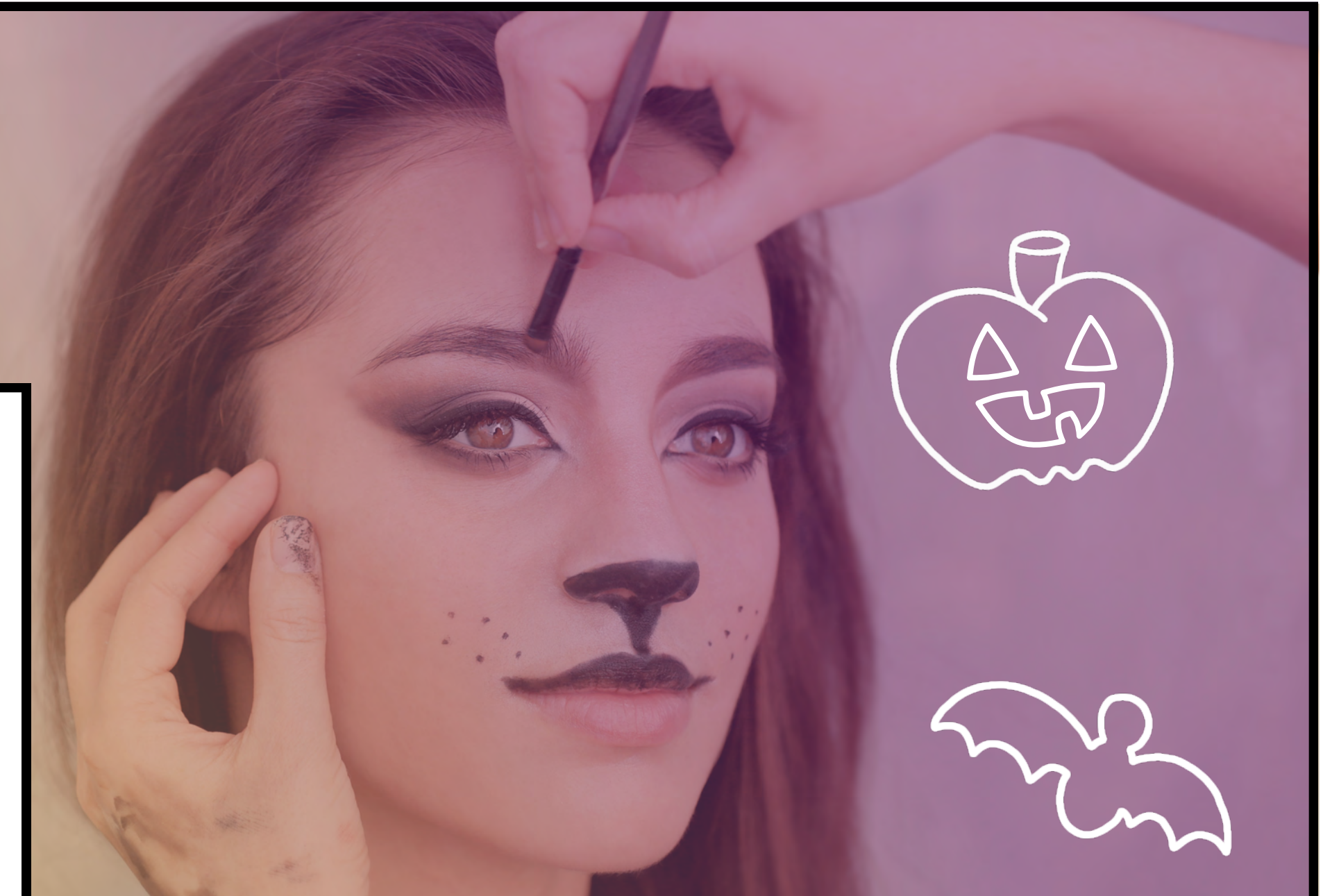


- PENALTIES FOR EMPLOYMENT NONCOMPLIANCE
- FINES**
- JAIL TIME**
- CESSATION OF BUSINESS OPERATIONS**

**"IN THE U.S., WE DO A LOT OF MAKEUP FOR HALLOWEEN, BUT THAT DOESN'T TRANSLATE TO OTHER CULTURES OR COUNTRIES WHERE HALLOWEEN IS NOT AS BIG," HURST CONTINUES.**

**"ONE SIZE DOES NOT FIT ALL FOR A SALES PROGRAM."**

Nevertheless, expansion and localization are critical for Younique's success. As a result, the company tailors promotions from country to country to reflect the individual culture of each one.





# HOW SAFEGUARD GLOBAL HELPED: A FLEXIBLE PARTNERSHIP

After struggling with the logistics of expansion alone, Younique turned to a global workforce solutions partner to help manage hiring in new markets.



With on-the-ground HR expertise in more than 170 markets, Safeguard Global is intimately familiar with all the pertinent laws, regulations and expectations related to recruiting, hiring, negotiating with, and paying workers internationally.



As an employer of record, Safeguard Global hires and pays foreign workers on Younique's behalf, and pays them in the local currency in compliance with local laws.

HURST SAYS THAT THE ONBOARDING PROCESS IS A LOT EASIER WITH SAFEGUARD GLOBAL. "WE KNOW WE'RE FOLLOWING THE LOCAL LAWS WHEREVER WE HAVE TO HIRE SOMEBODY!"

"WE'RE ABLE TO UTILIZE SAFEGUARD GLOBAL TO SEE HEY, IS THIS GOING TO WORK OUT FOR US? IS THIS MARKET WORTH INVESTING IN?"

Younique often tests a market before committing to it long-term. Partnering with Safeguard Global allows the company to enter quickly, without setting up its own entity.

"IF WE CAN AVOID HAVING SUBSIDIARIES IN CERTAIN MARKETS, IT'S EASIER TO START SELLING. WE'RE ABLE TO IMPORT THE PRODUCT AND GET CONTRACTORS HELPING US OUT, AND WE CAN GET THAT SET UP A LOT FASTER," HURST SAYS.





THE OUTCOME:

# HAPPY CUSTOMERS ALL OVER THE WORLD



Younique saw a big uptick in sales in March 2020, when a lot of people shifted their lives online due to the pandemic.

"Working with Safeguard Global has been a great relationship. They've been a great partner," says Hurst.

It's continued to build a vibrant community of women, and online sales parties have grown in size, with thousands and thousands of people attending select online events.

"WE HAVE REALLY BUILT A COMMUNITY OF CARING AND FRIENDSHIP!"

**LEARN HOW SAFEGUARD GLOBAL CAN HELP YOU EXPAND INTO NEW MARKETS AND SUPPORT A GLOBAL WORKFORCE**

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