

Aussie Skincare Brand Wrinkles Schminkles Cracks The Lucrative US Home Shopping Market & Sells Out

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Sydney, Jun 30, 2020 (Issuewire.com) - While 2020 is shaping up as the year to forget for many businesses, Australian-owned and operated 'skincare disruptor' [Wrinkles Schminkles](#) has recorded its biggest year yet, increasing growth by 100 percent for the third year running, boosting repeat purchases by 47 percent and securing a lucrative TV Shopping deal in North America – all in the middle of a global pandemic.

Founder Gabrielle Requena created Wrinkles Schminkles in 2014 when she saw a gap in the market for a non-invasive solution to chest wrinkles.

In 2019 Requena launched Wrinkles Schminkles on TV shopping networks in North America, the UK and Russia, as well as securing a coveted regular spot on Australia's own TVSN.

Just before COVID-19 hit, Wrinkles Schminkles had participated in three major invitation-only beauty events on *Good Morning America* and *The View*. These spots are highly competitive and resulted in stock sell-outs within 12 hours for the best-selling Forehead Smoothing Kit RRP \$42.00 and Eye Smoothing Kit RRP \$42.00, as frustrated American's were unable to get their usual anti-wrinkles injections.

During this time, the brand also sold-out globally of its Hand Smoothing Kit RRP \$42.00, as hand-washing and hand sanitiser use increased exponentially and consumers were looking for ways to soothe and hydrate their hands.

Subsequently, Wrinkles Schminkles' repeat purchases jumped from 19 percent in 2018 to 33 percent in 2019 and a whopping 66 percent for the first half of 2020. Requena forecasts repeat purchases will hit 90 percent by the end of 2020.

In May, Requena secured a deal with North America's largest regional TV Shopping syndication company and will launch two new lines to an audience of more than 320 million people with a voracious appetite for innovative anti-ageing products.

Wrinkles Schminkles now has warehouses in Sydney, Texas and London to service the brand's expanding global markets which currently includes 40 countries.

The company's growth has been self-funded, helped by Requena's lean operating model that includes a global team of part-time staff and a true WFH approach that not only eliminates expensive overheads but gives the business a running start when dealing with the effect that social distancing laws now have on the workplace.

COVID-19 has provided its share of challenges for Wrinkles Schminkles which include the forced closure of stockists in the salon and clinic channel, the postponing of some large scale events and the international travel ban which prohibits Requena's successful TV Shopping sales appearances in other markets.

However, what has been a strong silver lining, is a huge spike in direct online consumer sales from women with an immediate desire to upgrade their at-home skincare routines and to seek out new solutions to combat the absence of their much-loved injectables and other in-clinic treatments.

About Wrinkles Schminkles

Wrinkles Schminkles is an affordable, effective and non-invasive anti-ageing skincare range that includes reusable 100% Medical Grade Silicone patches specially designed to treat the chest, eyes, forehead, neck, mouth and hands.

Recommended by doctors, plastic surgeons and beauty professionals, these silicone patches produce immediate results after the first nights use as well as cumulative results over time. The brand now includes technology-driven luxurious sheet masks with more innovation soon to launch.

Notes to editor

For further information, imagery or interviews with Wrinkles Schminkles Founder, Gabrielle Requena please contact press@wrinklesschminkles.com

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