

"Expotech was a great experience for us at Hylunia. It brought together all the experts in the various disciplines of exporting and they were able to focus on our company's needs. Expotech really got us focused and ready to export to the best markets with the highest profitability of success." Amanda Wolfe-Elampoornar, VP Marketing

MAKE IT IN VEGAS AND SELL IT EVERYWHERE

ABOUT. U.S. Advanced Medical Research, also known as Hylunia, makes skin care products that are free of any known harmful toxins, endocrine disruptors and anti-inflammatory ingredients. The company is located in Henderson, Nevada and has 20 employees.

THE CHALLENGE. Company leaders at Hylunia were looking to grow sales and expand into high-end resorts and spas around the world. The company was doing its own marketing and seeing mixed results. Hylunia reached out to the Nevada Industry Excellence (NVIE), a NIST MEP affiliate, for assistance in developing an export plan that the company could repeat with different international markets.

MEP'S ROLE. NVIE recommended that Hylunia participate in its two-month-long Expotech program to ensure that they were on target to export their skin care products to the most lucrative international markets. Through the program, NVIE introduced Hylunia to the U.S. Commercial Service and District Export Council in Las Vegas. It also assigned Hylunia a coach, project manager and an intern from University of Nevada-Las Vegas College of Business to assist the company in preparing their actionable export plan. Hylunia had tremendous results and increased their sales. The company considers its newly-formed yet ongoing relationship with the U.S. Commercial Service an added benefit.



RESULTS



Increased sales by **50%**



Exported to new markets

NEXT STEPS



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