

## VB COSMETICS AND ARIZONA MEP BUILD BUSINESS PROCESSES AND CULTURE TO SUSTAIN GROWTH

**ABOUT VB COSMETICS.** VB Cosmetics of Chandler, Arizona, continues to grow sales thanks to its one-of-a-kind Dazzle Dry® nail lacquer system. President and Founder Dr. Vivian Valenty invented the nail lacquer system, the only fast-drying system free from harmful chemicals, animal byproducts and animal testing. For decades Dr. Valenty, a bio-organic chemist, has formulated industry firsts that solve her customers' problems. She recently accepted an award from her undergraduate school, Mapua University in Manila, Philippines, for Dazzle Dry and her other inventions that have had a global impact, including a coating used in the printing process for decorating ceramics which is considered the gold standard in the industry. The company has been recognized nationally with a number of industry innovations and consumer awards. It has also been recognized locally as one of Chandler's top 100 companies by the Chandler Chamber of Commerce and has been featured in the Mayor's Annual State of the City message.

**THE CHALLENGE.** As VB Cosmetics grew sales, it quickly ran out of manufacturing space. The company contacted Arizona MEP, part of the MEP National Network™, for help.

**MEP CENTER'S ROLE.** Arizona MEP's financial expert analyzed rent vs. purchase decisions for a new building, developed a budget and approval process for equipment acquisitions and supported selling the former building. Additionally, Arizona MEP's financial expert built out the accounting department, expanded the integration of the ERP system and achieved compliance with multi-state sales tax reporting due to growing direct-to-consumer sales.

VB Cosmetics requested ongoing support from Arizona MEP until a key production management position could be backfilled. Arizona MEP's senior client advisor is at the facility on a weekly basis, working with the production team on daily KPIs for production goals and supporting all production activities. He is also working to implement lean practices to improve production workflow.

Arizona MEP's HR expert manages recruiting, hiring and onboarding senior employee positions. As the company has grown, the management team determined they needed to formalize the values that guide the company and employee performance. Arizona MEP's HR expert is helping to facilitate the adoption of core values in job descriptions, performance reviews and everyday company culture.

"Arizona MEP has experts in all of these fields—human resources, accounting, manufacturing— that have helped VB Cosmetics grow from an organization with just a few employees who wore many hats to a professionally run business," said Dr. Valenty. VB Cosmetics illustrates how Arizona MEP's hands-on approach and long-term support to its clients result in business growth and transformation."

-Dr. Vivian Valenty, President & Founder

## RESULTS



More than **15** jobs created in the last 18 months



**\$300,000** PPP loan saved the company from closing during COVID



Received significant R&D tax credits annually, amounting to several \$100,000s in tax savings

## CONTACT US



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