



## PayPal gives Kiramoon a head start in the competitive skincare market

Lindsey Martin cherished her evening skincare routine after long days working in high tech. As a top sales exec with a busy schedule, this was her time to relax, recharge, and focus on self-care.

She obsessed over ingredients and formulations and dreamed of one day making her own skincare products that would inspire joy in others.

In 2021, Martin founded Kiramoon with the mission of creating a beauty brand focused on self-love, joy, and wellness. And she struck gold. Kiramoon went viral on Instagram and TikTok before the products

were even ready to ship. In the first two weeks of sales, the company generated \$20,000 USD in online revenue.<sup>1</sup> After a phenomenal first year, she’s intimately familiar with the unique challenges of running a small business.

We recently spoke to Martin and asked how PayPal supports her success in the highly competitive skincare market.

<sup>1</sup> Martin, L. [@kiramoonbeauty]. (2022, Mar 15) Can't believe this is real life. #beautytok #skintok @Nordstrom [Video]. TikTok. <https://www.tiktok.com/@kiramoonbeauty/video/7075451585576308014>



## The challenge.

After a successful launch, Kiramoon needed to find a payments solution that could meet their growing needs, fast.

Martin knew they needed the right payments solution that her customers could trust. Kiramoon also required the ability to easily pay various agencies, contractors, and referrers in multiple currencies.

— “

**PayPal is a trusted source and typically everyone has an account. It's made it super easy for me to pay and track individuals and vendors that I work with.**

**Lindsey Martin**  
CEO, Kiramoon

” —

## The solution.

When talking about lessons learned as a business founder, Martin notes that entrepreneurs should collaborate with solutions that “give you a head start.” With PayPal, Martin found more than just a payments platform, but a solution that empowers her business.

While PayPal Express Checkout satisfied the immediate need for a recognized, trusted payments provider, Martin soon discovered additional solutions to help support and streamline her business. For instance, Martin uses her PayPal Business account to pay the agencies and contractors that help keep the business humming. Once a vendor sends an invoice or estimate, Martin can make a payment in seconds.

“Since pretty much everyone has an account with PayPal, it's been a really easy way to pay individuals on a project or hourly basis,” said Martin.

With a PayPal Business account, it's easy to pay the people helping to make Kiramoon a continued success, even those based internationally. Making secure payments in seconds means Martin could put more time into the business itself.

Martin added that PayPal Payouts has been tremendously helpful as Kiramoon builds its affiliate program. They can pay multiple referrers at once with a click of a button. PayPal Payouts does automatic currency conversion even if Kiramoon doesn't maintain a balance in that currency. For Martin, the experience has been seamless.



# The results.

After integrating PayPal Express Checkout, Kiramoon saw an immediate conversion boost. People unfamiliar with the new skincare brand could now purchase with confidence. Today, PayPal transactions have increased 27% year over year.<sup>2</sup>

Following her passion and launching her dream company, Martin generated six figures in online sales in the first year.<sup>2</sup> Currently PayPal's Average Order Value (AOV) for online sales is 6.25% higher than other payment methods with a 22% share of checkout.<sup>3</sup> In addition to online B2C sales, Kiramoon also secured retail distribution deals. Kiramoon products are now carried by several major US retailers.

"We knew that creating products with the best and most effective ingredients was just the baseline," said Martin. "Our brand is really focused on self-love, joy, and good mental health. We wanted to take these incredible formulas and instead of presenting them in clinical and serious packaging, layer in some joy, hope, and magic. We really wanted to inspire people to take that time for themselves."

Spreading that sense of joy is what drew Martin to give a portion of every Kiramoon sale in support of Bring Change to Mind. The nonprofit is dedicated to encouraging dialogue, understanding, and empathy around mental health. Martin knew early on that she wanted to support mental health awareness because it's something she has experienced personally. She sees a strong connection

between skincare and self-care and wanted to support an organization that aligned with Kiramoon's values and mission. Bring Change to Mind is now working with schools to help educate young people, so that they're more likely to seek help for their own mental health issues.

As for Kiramoon, Martin continues to make the world a little brighter with skincare that inspires joy and gives back. She plans to keep producing products that are as effective as they are cute while encouraging customers to "work their magic".

Ever the entrepreneur, Martin advises, "if your heart is calling to follow a dream, you have to answer that call because it will never go away." With PayPal reducing some of the administrative burden for her small business, Martin can focus her passion on products, and continue growing her dream company, Kiramoon.



## SUCCESS METRICS

# 22%

of transactions on Kiramoon.com are via PayPal.<sup>3</sup>

# 27%

YOY increase in PayPal transaction volume.<sup>2</sup>

# 6.25%

higher AOV than other payment methods.<sup>3</sup>

<sup>2</sup> Data source is from Kiramoon, H1 2021 – H1 2022. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

<sup>3</sup> Data source is from Kiramoon, 2022.