

bitpay

Customer Story

Bellatorra Skin Care Simplifies Payment Process with a Chinese Wholesaler.

Results Summary

- ✓ Was able to accept payments from a new supplier in China, which was nearly impossible before.
- ✓ Eliminated the need to facilitate cash transactions due to strict currency exchange limitations.
- ✓ Was able to confirm a bitcoin transaction within minutes, and received a settlement in USD in less than two days.
- ✓ Gained access to new emerging markets.

bellatorra

Bellatorra Skin Care LLC
9465 Wilshire Blvd.
Beverly Hills, CA 90212

Bellatorra: Customer Overview

Bellatorra Skin Care has provided skin-care cosmetics through the US and much of Europe for years. The company's full product line is available at retail exclusively through Barney's locations in the US, as well as wholesale deals with cosmetics shops worldwide.



Bellatorra Skin Care was conceived out of a lifelong passion for health and wellness. This inspired an unrelenting pursuit of nutritional actives that would support peak performance.

Source: www.bellatorra.com

“Receiving payments as a US company was nearly impossible without BitPay.”

-- Nathan Hasley
CEO of Bellatorra Skin Care LLC

The Opportunity:

Bellatorra Skin Care CEO Nathan Halsey knew they wanted to reach the fast-growing Chinese cosmetics market but there were major road-blocks limiting them from doing so. Some small and medium-sized businesses are starting to find that out, particularly in their efforts to reach international markets like China.

Wire transfers in and out of developing countries are costly, with multiple intermediary banks taking their own cuts of the payments. These transfer costs are painful for the world's largest businesses, but they make accessing international markets particularly hard for businesses that haven't yet cracked the Fortune 500.

These countries typically have very restrictive international banking access, or none at all.

The Solution:

Bitcoin sidesteps many of the problems Bellatorra and other multinational businesses find when doing business in emerging markets. Designed for peer-to-peer transactions on a global internet bitcoin makes it possible to send money around the world as fast as sending an email.

While bitcoin is a new technology to many businesses, the BitPay platform makes it practical to start accepting bitcoin payments from your clients or resellers.

With BitPay, Bellatorra Skin Care was able to simplify cross-border payments without any technical knowledge or integration work.

BitPay receives bitcoin payments on behalf of businesses and converts them into the local fiat currencies. BitPay deposits every dollar, euro, or yuan charged (minus a **flat 1% processing fee**) to the business's bank account usually within one business day, with **no risk of bitcoin price volatility or chargeback fraud**.

The Results:

For Bellatorra and the international supplier, the payment process was simple. Bellatorra created a BitPay account and sent a six-figure invoice to the supplier through email. The supplier sent a bitcoin payment using their bitcoin wallet.

The payment processed in minutes and settled to Bellatorra's bank account in the form of US dollars in fewer than two business days.



Want to Chat?

Find out how BitPay can transform your business into a global powerhouse.

Contact a payment integration expert at bitpay.com/sales

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Accept money without borders

Discover how businesses can leverage BitPay for cross-border payments [here](#).