



July 18, 2023

Popular Skincare Brand Curology Launches New DTC Storefront on BigCommerce

BigCommerce's trusted enterprise platform chosen for its flexibility and ability to scale with Curology's needs over time

AUSTIN, Texas--(BUSINESS WIRE)--Jul. 18, 2023-- [BigCommerce](#) (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established B2C and B2B brands, today announced dermatologist-founded skincare brand Curology launched a new storefront, [The Curology Shop™](#), on the BigCommerce platform.

The Curology Shop™ marks Curology's first entrance into direct-to-consumer sales for its non-prescription skincare products, and the company needed an ecommerce platform that could work with its existing legacy platform and technology stack and scale with its evolving business needs.

"At Curology, we're making big investments to expand access to our products through a range of ecommerce and brick-and-mortar channels," said Justin Bersuder, vice president of product and core experience at Curology. "In BigCommerce, we found a viable technology partner for our ever-evolving business needs. Curology is a complex business, sitting at the intersection of CPG and telehealth, so we need flexibility when it comes to our commerce experiences so we can deliver best-in-class experiences to our consumers and patients alike."

The launch of The Curology Shop™ follows Curology's recent expansion into retail with the availability of its products at Target and [Target.com](#), broadening its reach to consumers and furthering its mission to provide more access to personalized, effective skincare.

Curology is also leveraging BigCommerce's integration with Oracle NetSuite to connect with Curology's existing ERP to access product and inventory data. BigCommerce also integrates with Curology's customer single sign-on system to route all logins through its in-house account systems, allowing prescription and non-prescription order histories to be merged.

"We're thrilled to partner with Curology as they make their foray into DTC ecommerce," said Marc Ostryniec, chief sales officer at BigCommerce. "They have a great vision for their brand and are making strategic moves to reach more audiences. Our open, flexible and powerful platform is the perfect fit to support their continued expansion."

Curology joins a growing group of health and beauty merchants on the BigCommerce platform, including [Bulk Nutrients](#), [Bulk Apothecary](#) and [Jentri Quinn](#).

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. BigCommerce provides merchants sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Solo Stove, Ted Baker and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney. For more information, please visit [www.bigcommerce.com](#) or follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

BigCommerce® is a registered trademark of BigCommerce Pty. Ltd. Third-party trademarks and service marks are the property of their respective owners.

View source version on [businesswire.com](#): <https://www.businesswire.com/news/home/20230718794526/en/>

Brad Hem
pr@bigcommerce.com

Source: BigCommerce