



### Case Study

# Applying 2D Barcodes for a Small Business Competitive Advantage

How One Female Founder Is Making Waves in the Beauty Category

## Overview

There are many sides to serial entrepreneur Pearl Harris. As the founder of the company In My Mind, I'm Already Retired and the brand Beach Body Butter, she is a surfer and astronomer following a dream to bring her high-quality body butters, infused with natural fragrances, to the masses.

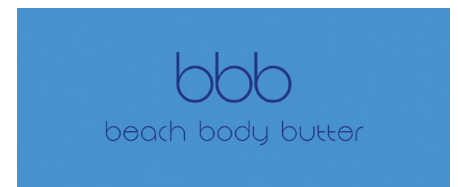
"I love being outdoors, and I couldn't really find a moisturizer that worked for me, so I decided to just make it myself," said Harris. After a stranger complimented her fragrance and asked if she sold it, Harris knew she was on the right track. After months of trial and error with different ingredients and oils, Harris landed on the right mixture that her friends all agreed was worth selling. "I feel like I've gone to a spa when I wear it, and I hope other people feel the same way when they try it," she said.

## A Visibility Opportunity

After picking out distinctive packaging and securing UPC barcodes for her products from GS1 US®, the word "sunrise" on the GS1 US website caught her eye. "My day job is in software, and I knew that 'sunset' means you are phasing something out, so I figured 'sunrise' meant the beginning of something new," she explained. She read on to discover more information about the global movement [Sunrise 2027](#), a retail industry deadline that marks the point when retailers must be ready to scan 2D barcodes at the point-of-sale, gradually replacing the traditional UPC-A barcode.

"I learned that using 2D barcodes has so many benefits for a business like mine. First of all, it saves a lot of room on the product package. I can provide information like extended ingredients lists and certifications to my consumers without cluttering up my packaging."

**Pearl Harris**  
Founder, Beach Body Butter and In My Mind, I'm Already Retired





“So, I saw that as an opportunity. I figured, not everyone is going to already be thinking about this, and for larger brands, I know it takes them a while to adjust to new things like this. I thought this might be my chance to bring some visibility to my products early on. Plus, I learned that some retailers want brands to be ready to scan 2D barcodes by 2025. I want to be one of the brands that is ready early,” said Harris.

### About 2D Barcodes

Harris reached out to GS1 US to understand how to implement 2D barcodes. With experience using QR codes in a prior role, Harris was curious about the difference between QR codes that she would use in presentations for grad school and the QR codes that would go on her packaging.

2D barcodes, with the QR code being the most recognized type, are revolutionizing the way consumers interact with products. These barcodes can carry a wealth of data, linking to information about a product’s origin, manufacturing process, certifications, sustainability details, promotions, ingredients, and more. They serve as an extension of brand expression, offering entrepreneurs a unique storytelling opportunity.

Beyond marketing, 2D barcodes offer significant supply chain benefits. They provide greater access to batch and lot

numbers, weight, price, expiration dates, and recall notices. Recognizing their potential, GS1 US is aiding retail adoption of 2D barcodes in preparation for Sunrise 2027.

Currently, many QR codes are used solely for marketing or ingredient disclosure. However, to fully benefit from 2D barcodes and prepare for Sunrise 2027, brands of all sizes should adopt [GS1 Digital Link](#)-enabled QR codes. The GS1 Digital Link standard enhances the power and flexibility of GS1® identifiers by integrating them with web addresses. The standard transforms data carriers into web links, connecting a product’s unique identity to online sources of real-time information that brands can control.

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## Implementation

Working with GS1 US, Harris learned that implementing 2D barcodes that contained her product's GS1 identifier would simply be a matter of creating a website redirect. URL redirects are used to move a webpage to a new address, ensuring that visitors are automatically taken to a newly updated or otherwise different page. URLs structured according to the GS1 Digital Link standard can help ensure that consumers can scan Beach Body Butter with a smartphone and that the same code can go "beep" at the point-of-sale when retailer systems have completed their updates in preparation for Sunrise 2027.

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On a limited budget and without the resources to conduct official market research and testing, Harris did extensive in-store research herself, scanning barcodes in multiple stores to experience what other brands are presenting to shoppers through a QR code. She noticed that aside from saving room on packaging, the information behind a product's QR code is dynamic, meaning the data can be changed without having to reprint new packaging or labels.

## What Does It Mean for a QR Code to Be GS1 Digital Link Enabled?

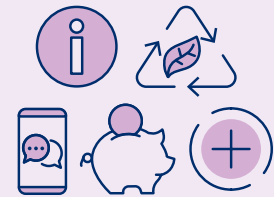
Beach Body Butter's QR code holds data for systems to act on.

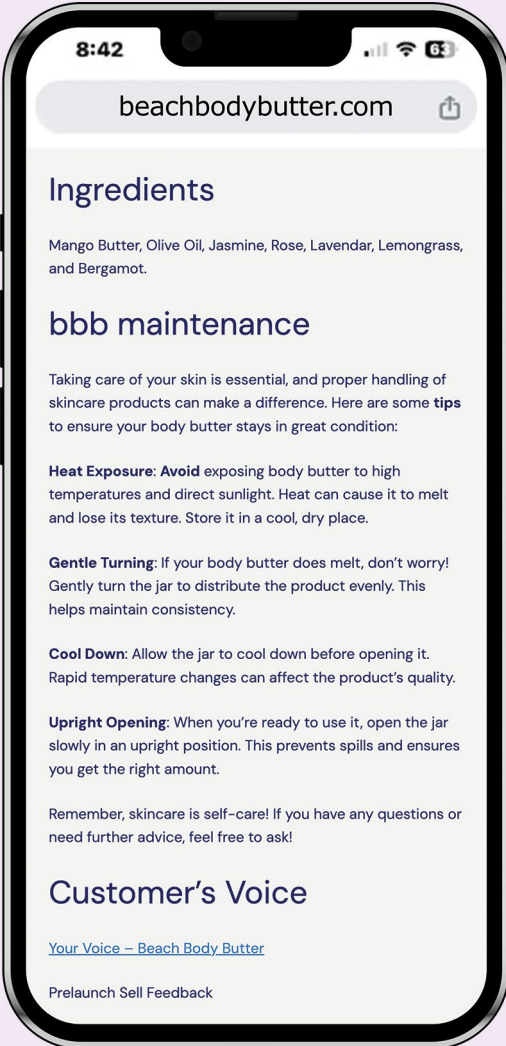


The standardized GS1 data in the barcode identifies the product.

<https://beachbodybutter.store/01/00198168315330>

Where the barcode takes you can change without changing the barcode.





"I started thinking about the kind of unique experience I want to send customers to but also recognizing that I really have two types of customers—the retailer is my customer and the shopper is my customer," said Harris. "I need to make sure that my brand experience is right for both."

### Conclusion

Harris remains committed to moving forward with her business goals and continuing to look for ways to make waves in an industry full of products vying for shoppers' attention. "I believe that all the help and feedback that I've gotten, and going to grad school, and all the jobs that I've had in the past have led me to this point in my business. I'm ready with the knowledge that I have to be successful in this business," she said.

To learn more about implementing 2D into your brand, visit [www.gs1us.org/upcs-barcodes-prefixes/2d-barcodes](http://www.gs1us.org/upcs-barcodes-prefixes/2d-barcodes)

## About the Companies

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### About Beach Body Butter

Beach Body Butter is a woman-owned cosmetic and beauty company based in Jacksonville, Florida. Products include various all-natural essential oil-fragranced body butters inspired by the founder's love of the outdoors. For more information, please visit [www.beachbodybutter.store](http://www.beachbodybutter.store).



### About GS1 US

GS1 US, a member of GS1 global, is a not-for-profit information standards organization that facilitates industry collaboration to help improve supply chain visibility and efficiency through the use of GS1 Standards, the most widely used supply chain standards system in the world. Nearly 300,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration that optimizes their supply chains and drives cost performance and revenue growth while also enabling regulatory compliance. They achieve these benefits through solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code-based RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code® (UNSPSC®). For more information, please visit [www.gs1us.org](http://www.gs1us.org).

*Important Disclaimer: The use of all GS1 Standards are voluntary and not mandatory. GS1 US is making this information available to be used for educational purposes only. Each company is individually responsible for meeting all statutory and/or regulatory requirements for their company and their products. Consult with your company's legal counsel or compliance team (regulatory or quality) for more specific information about current statutory and regulatory requirements applicable to your company and products.*

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