

## Beauty Launchpad

### Everything Beauty for Salons & Stylists



BUILDING A COLLABORATIVE COMMUNITY...  
ONE BEAUTY PRO AT A TIME

Now more than ever, the beauty industry is pushing for community over competition. Gone are the days of gatekeeping knowledge and alienating emerging pros in need of support, mentorship and advice. The leading professionals are openly and eagerly sharing their advice and experiences in the industry that have shaped their blossoming careers.

These are the readers and contributors of *Beauty Launchpad*—the hair and nail professionals who are ambitious, driven and passionate about the work they're doing. They are game changers, community builders, educators, influencers, brand ambassadors and industry leaders who are always hungry for ways to elevate their craft and business. Being some of the best in the industry, these professionals are always brushing up on a new trend or technique, so they can offer their clients the best possible service.

To continue moving the industry forward, our pros need easy access to the latest trends, industry news, business insights, product developments and more, which is where *Beauty Launchpad's* magazine, web and social content comes in. Whether it's our artist, salon or product spotlights, trend and business features or health and wellness education, we're keeping our pros equipped with all the resources they need to stay up to date on where the industry is heading and have a sustainable career.

With more beauty brands aiming to be pro-first, now is the time to get in front of the *Beauty Launchpad* community, where we support, uplift and empower the people using your products and tools day-to-day.

Emmanuel Henderson  
Content Director, *Beauty Launchpad*



## What is *Beauty Launchpad*?

*Beauty Launchpad* is the premier resource for the latest trends, business tips, techniques and products for the professional salon industry. Our vision is to inspire, educate and elevate salon owners, cosmetologists, hair professionals, and nail technicians to excel.

## The Stakes are High

- The professional salon industry comprises more than **900,000 businesses**.\*
- **63%** of consumers trust products they find on Instagram, the most.\*
- The US salon market is valued at **\$52.2 billion**.\*
- The industry is projected to expand at a **CAGR of 7.55%** from 2023 to 2030.\*
- Hair-cutting and styling are the highest revenue-generating services in the industry at **62%**.\*

Partnering with *Beauty Launchpad* provides you with unparalleled access, exposure and reach to our audience. Strategically tailoring a yearlong campaign, that aligns with your goals is a good way to navigate an ever evolving industry.



**SALON PROFESSIONAL INDUSTRY** VALUED GLOBALLY AT MORE THAN

# \$230.64 billion.\*

\*Sources: Fortune Business Insights, Trafft, IBIS World

# 2026 CONTINUITY PROGRAMS

NEW!  
IN 2026

Angelina Lutsenko

New Business Development Manager

angelina@allured.com

630-344-6052

[www.beautylaunchpad.com](http://www.beautylaunchpad.com)

BEAUTY  
LAUNCHPAD

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## Generate long-term momentum for your brand with Continuity Programs from *Beauty Launchpad*.

Customized advertising packages are designed to be flexible and tailored to your needs and budget. These programs work most effectively when recommended products align best with *your* brand and product goals.

Maintaining continued engagement with a targeted audience is an essential part of an optimized strategy. You build stronger brand loyalty with consistency in messaging throughout the year and it provides the greatest opportunity to achieve a solid return on investment (ROI).

### IMPACT CAMPAIGNS

The name says it! Impact campaigns are hard hitting and ideal for launches or rebranding efforts.

The strategy begins with awareness ads, builds audience education and excitement, and concludes with conversion-focused appeals for action.

### FREQUENCY (AWARENESS) CAMPAIGNS

Can you repeat that?

Frequency campaigns build brand awareness and recognition through repetition, using varied but consistent branding materials to keep your brand top of mind, foster organic growth, and prime audiences for conversions.

### DOMINANCE CAMPAIGNS

A dominance campaign saturates media and positions you as an industry thought leader.

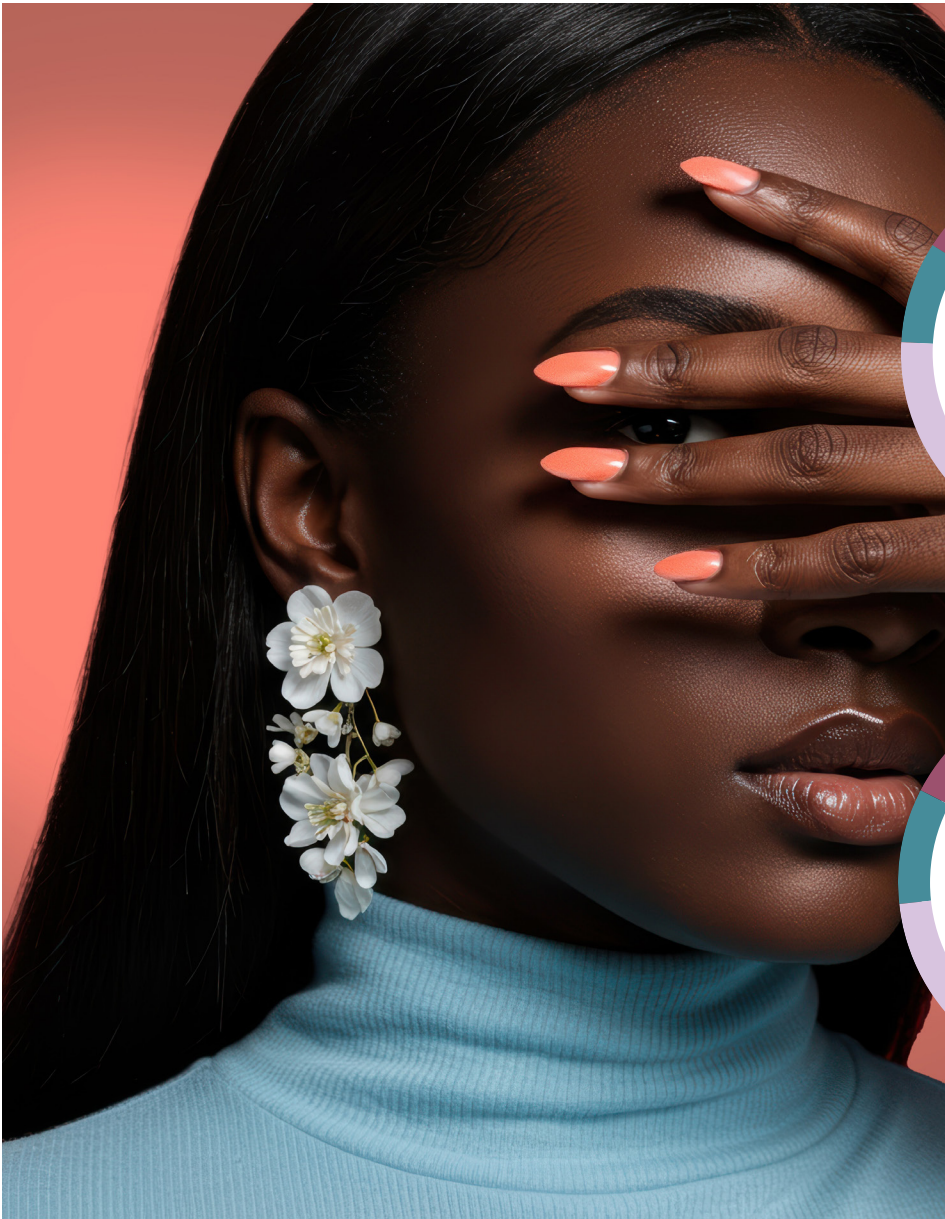
It focuses on strategic items aligned with this goal and emphasizes tailored content to outperform competitors.

Please contact Angelina to talk about how a Continuity Program can work for your brand.

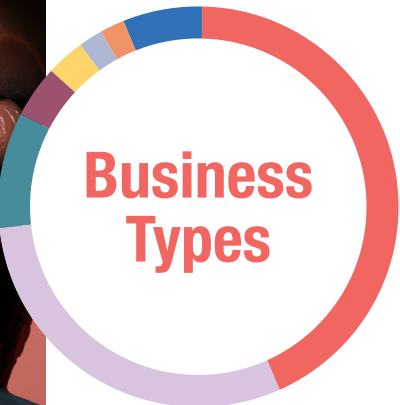
# AUDIENCE WHO WE REACH

Angelina Lutsenko  
New Business Development Manager  
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## Primary Market Reach



\*The Stylist News: We are in the process of converting the file to Beauty Launchpad subscriptions. The Stylist News is cosmetologists & salon owners.



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*Beauty Launchpad*  
is the leading multi-  
channel information  
platform to reach  
unique Beauty and  
Salon Professionals.



**Magazine** Subscribers

**50,000**



**Newsletter** Subscribers

**18,500**



**Dedicated E-blast**

**21,000**



**Partner Solutions E-blast**

**20,500**



**Website** Visitors (Monthly Avg.)

**19,500**

Registered Website Users: **9,000**



**Social Media** Followers

**903,000+**

# AUDIENCE PURCHASING POWER\*

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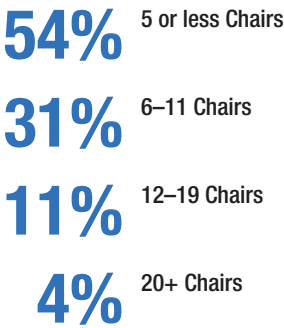
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## Purchasing Power

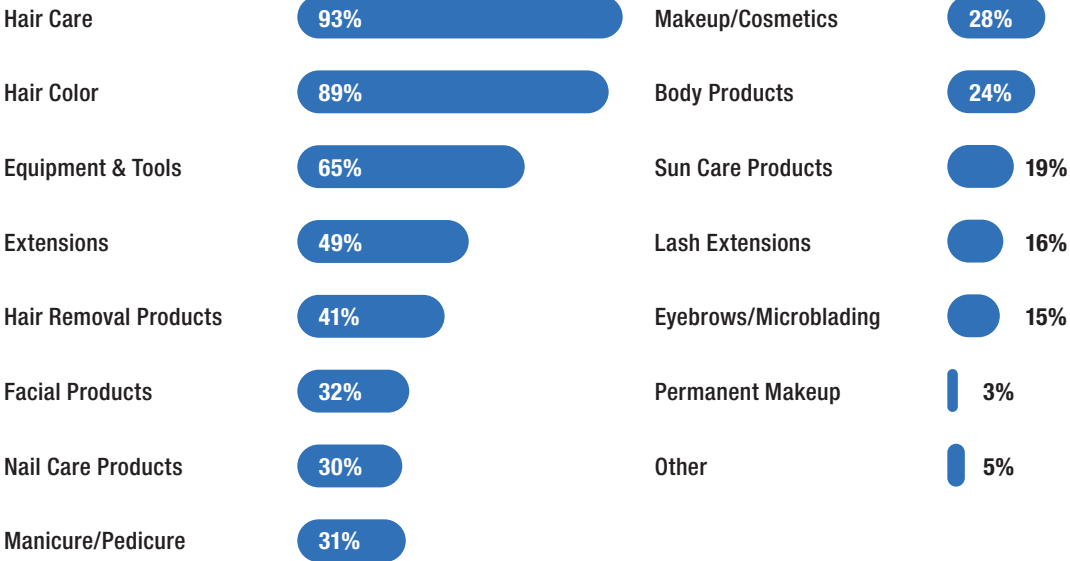
97%

Reached are the  
Sole Decision Maker,  
Part of a Decision  
Making Team  
or Influence  
Decision Makers

## Number of Chairs in Salon



## Products Purchased



\*Publisher's Data

