

## Beauty Launchpad

### Everything Beauty for Salons & Stylists



As the world of beauty continues to connect at events, tradeshow and through social media, the professional community is sharing more.

Tips, techniques, product faves, and go-to tools are being shared during these critical moments of connection, and we pride ourselves on our presence and contribution to those conversations. Through the magazine, social media, and web, we are helping beauty pros make decisions on trends, products, and professional opportunities.

We make good on our commitment to nail and hair professionals striving for excellence by capturing the stories, trends, and industry news that they should be aware of to stay in control of their growth. These professional manicurists and hairstylists are the best of the best and constantly on the move, so Beauty Launchpad makes it easy for them to tune in wherever there's wifi.

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

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

BEAUTY  
LAUNCHPAD

Everything Beauty for Salons and Stylists

## 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 (CONVERSION) CAMPAIGNS

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

This conversion-focused strategy begins with awareness ads, builds audience education and excitement and concludes with 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 (CONSIDERATION) CAMPAIGNS

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

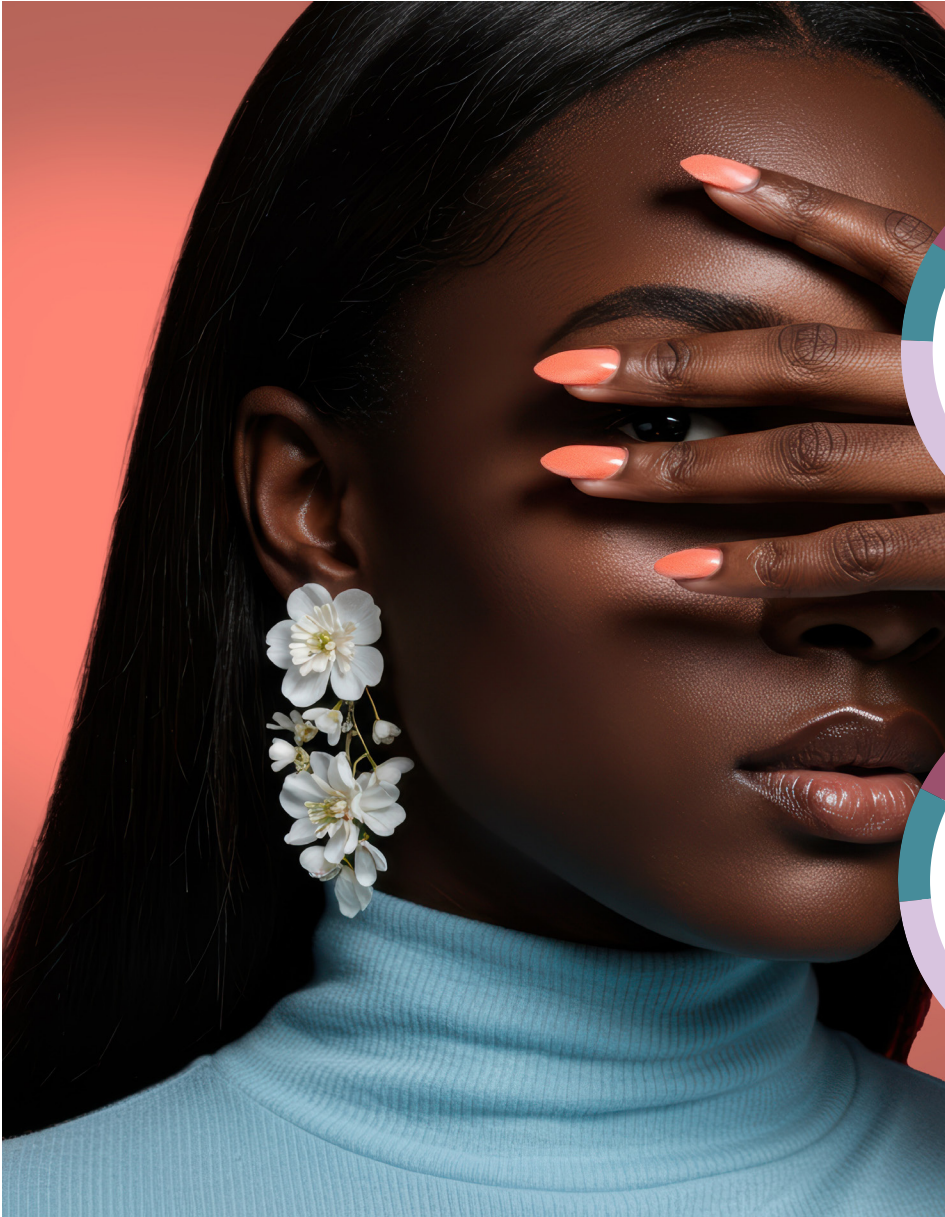
It focuses on strategic items aligned with this goal and emphasizes tailored content to outperform competitors and encourage consideration from the audience.

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

# AUDIENCE WHO WE REACH

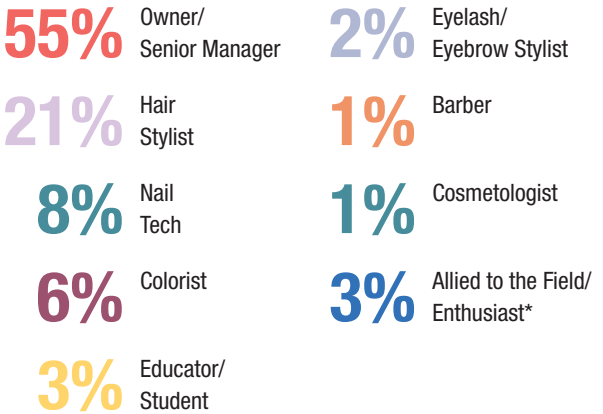
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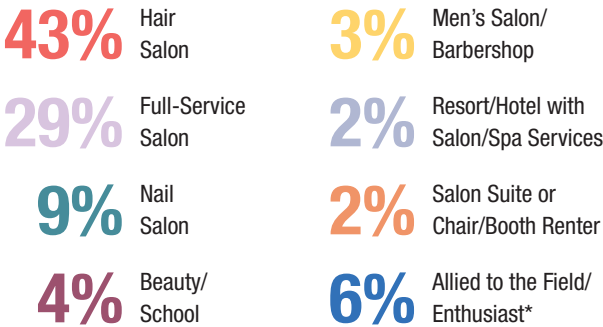


## Primary Market Reach

### Job Functions



### Business Types



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

# AUDIENCE HOW WE REACH THEM

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**BEAUTY  
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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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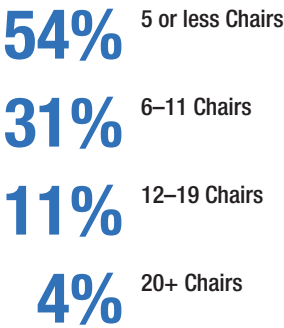
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LAUNCHPAD.  
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## Purchasing Power

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

