

Put your products in the hands of hair professional influencers on social.

HOW IT WORKS

This seeding campaign generates buzz and raises awareness around the featured products and brands. By leveraging the influence and reach of the most engaged beauty professionals, the campaign encourages their followers and the *Beauty Launchpad* audience to make more informed choices when it comes to their products. The influencers are encouraged to share their experiences with the Beauty Boxes on their social media platforms, providing honest reviews, showcasing product features and highlighting their favorite products to generate authentic, relatable content that sparks conversations around the featured brands and products.

BOX THEME	CLOSING DATE	MATERIALS DUE	BOX SHIP WEEK
Salon Essentials (Winter)	December 12th	January 5th	Week of February 2nd
Green (Spring)	March 11th	March 30th	Week of April 27th
New (Summer)	June 5th	June 29th	Week of July 27th
Readers' Choice Awards (Fall)	September 9th	October 28th	Week of October 27th



PACKAGES

GOLD BOX PROGRAM	SILVER BOX PROGRAM	BRONZE BOX PROGRAM
<ul style="list-style-type: none"> Inclusion in the box Full page ad in matching issue Product listing on Beauty Box page Instagram Story Partner Solutions E-Blast 	<ul style="list-style-type: none"> Inclusion in the box Full page ad in matching issue Product listing on Beauty Box page 	<ul style="list-style-type: none"> Inclusion in the box Product listing on Box page

**Each box will be limited to no more than 8 offerings and will be presented in the same dimensions to simplify production. Material guidelines will be sent after purchase.*