

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.

THEMES

BOX THEME	CLOSING DATE	MATERIALS DUE	BOX SHIP WEEK
WINTER	12/12/25	01/05/26	Week of February 2nd
SPRING	03/11/26	03/30/26	Week of April 27th
SUMMER	06/05/26	06/29/26	Week of July 27th
FALL	09/09/26	09/28/26	Week of October 26th

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 5-8 offerings, dependent on total volume of both the box and collective products. Boxes will be presented in the same dimensions to simplify production. Material guidelines will be sent after purchase.*

