

## *Beauty Launchpad –* Everything Beauty for Salons & Stylists



## 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, stylists, colorists and men's groomers to excel behind the chair—and beyond.

## Why It's Important\*

- The salon professional industry comprises more than 80,000 businesses.
- Beauty salons make up about 95% of US hair and beauty industry revenue, with barbershops accounting for the remaining 5%.
- The employment of hairstylists, cosmetologists and barbers is projected to grow by 7% by 2028.
- Merchandise sales account for approximately 7.2% of industry revenue.
- Retail of professional-grade hair and cosmetic products within hair salons forms 14.3% of the industry's revenue.

\*Source: Trafft

**Salon Professional Industry** valued globally at more than

# \$144.48 billion.\*

\*Source: Intrado Globe Newswire



# AUDIENCE WHO WE REACH

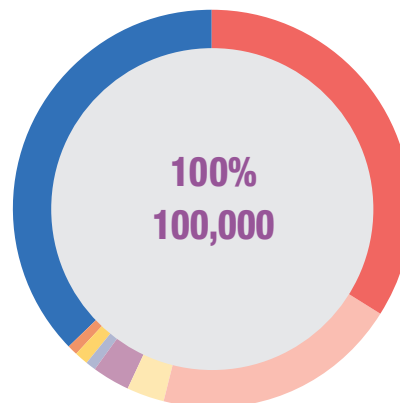
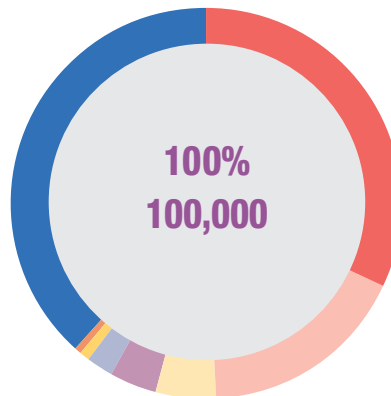
Angelina Lutsenko  
Business Development Mgr  
angelina@allured.com  
630-344-6052  
[www.beautylaunchpad.com](http://www.beautylaunchpad.com)

**BEAUTY  
LAUNCHPAD.**  
Everything Beauty for Salons and Stylists



## Beauty Launchpad Subscribers

- Owner/Principal
- Store Manager
- Salon/Spa Manager
- General Manager/Director
- President/Vice President
- Hair Stylist
- Colorist
- Cosmetologist
- Makeup Artist/Stylist
- Eyelash Extension Stylist
- Eyebrow Stylist
- Brow/Lash Bar Manager
- Nail Technician
- Esthetician
- Barber



## Primary Job Functions

- Owner/Senior Manager 32% (32,628)
- Hair Stylist 17% (16,756)
- Salon Manager 5% (5,252)
- Colorist 4% (3,815)
- Educator/Student 2% (1,567)
- Eyelash/Eyebrow Stylist 1% (1,214)
- Barber <1% (535)
- Allied to the field 38% (38,233)

## Primary Business Types

- Hair Salon 34% (33,901)
- Full Service Salon 20% (20,196)
- Men's Salon/Barber Shop 3% (3,056)
- Beauty School 3% (2,873)
- Lash/Brow Bar or Studio 1% (1,232)
- Supplier 1% (1,041)
- Resort/Hotel with Salon/Spa Services 1% (967)
- Allied to the field 37% (36,734)



# AUDIENCE HOW WE REACH THEM

Angelina Lutsenko  
Business Development Mgr  
angelina@allured.com  
630-344-6052  
[www.beautylaunchpad.com](http://www.beautylaunchpad.com)

**BEAUTY  
LAUNCHPAD.**  
Everything Beauty for Salons and Stylists

The leading multi-channel information platform to reach **100,000** unique beauty and salon professionals.

Custom E-blast List



**35,214**

Magazine Subscribers



**60,000**

Website Registered Users



**3,679**

Unique Monthly Visitors: 46,018

Social Media Followers



**899,400+**

Daily E-Newsletter Subscribers



**57,000**

# AUDIENCE PURCHASING POWER

Angelina Lutsenko  
Business Development Mgr  
angelina@allured.com  
630-344-6052  
[www.beautylaunchpad.com](http://www.beautylaunchpad.com)

**BEAUTY  
LAUNCHPAD.**  
Everything Beauty for Salons and Stylists

## Purchasing Power

# 95%

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

## Number of Chairs in Salon

|            |                  |
|------------|------------------|
| <b>65%</b> | 5 or Less Chairs |
| <b>22%</b> | 6 - 11 Chairs    |
| <b>8%</b>  | 12 - 19 Chairs   |
| <b>5%</b>  | 20 + Chairs      |



## Products Purchased

|                       |     |                       |     |
|-----------------------|-----|-----------------------|-----|
| Hair Care             | 86% | Makeup/Cosmetics      | 32% |
| Hair Color            | 83% | Manicure/Pedicure     | 30% |
| Equipment and Tools   | 58% | Body Products         | 24% |
| Extensions            | 37% | Sun Care Products     | 19% |
| Hair Removal Products | 34% | Lash Extensions       | 14% |
| Facial Products       | 33% | Eyebrows/Microblading | 12% |
| Nail Care Products    | 33% | Permanent Makeup      | 4%  |
|                       |     | Other                 | 3%  |

*\*Publisher's Data*