

Beauty Box by Beauty Launchpad. The box that puts your samples in the hands of influencers...

How it Works

Following a themed schedule, we deliver a box of curated material samples to 50 leading hair stylists, salon owners and industry influencers including the likes of Cameron Kepford, Yara De La Torre and Danielle Green. The box contains samples and products from suppliers with a theme for that box that follows an editorial calendar. The look and feel is more editorial in nature than advertising. The purpose is to easily place samples in the hands of those who specify your products or those that can influence the specification of your products. Samples will follow specific guidelines for size and number. Each box will be limited to no more than 8 offerings and will be presented in the same dimensions to simplify production.



Beauty Box Schedule

Box Theme	Box Ship Week	Closing Date	Materials Due Date
Clean Beauty	Week of April 17	February 15	March 10
30 Under 30 (Color)	Week of June 19	April 14	May 12
Blondes	Week of August 14	June 16	July 14
Readers' Choice	Week of December 12	October 14	November 4

What's Included

- Your product delivered directly to hair stylists in an editorial setting
- Your company logo and product description listed on the sample box inert card.
- A minimum of three influencers sharing the contents of the box on social media.
- A listing in a full-page section in the *Beauty Launchpad* Magazine devoted to the contents of the box.

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 Beauty Box page
\$10,000	\$6,000	\$3,500