

MAGAZINE PRODUCT ROUNDUP

Please refer to *Beauty Launchpad's* 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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BEAUTY
LAUNCHPAD
Everything Beauty for Salons and Stylists

Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Beauty Launchpad's* Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes Marketing Inquiries.

Benefits

1. As a **magazine** display advertiser, you'll receive additional coverage in the very popular news sections of the magazine.
2. Following the coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes Marketing Inquiries (soft leads).
3. Additionally, your product information will be posted on *Beauty Launchpad's website* and will be included in the monthly Product Roundup feature page on www.beautylaunchpad.com
4. Highlights of the Product Roundup featured page will be promoted via *Beauty Launchpad's* Daily Newsletter and social media channels.

Marketing Inquiries

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive email contact information to follow up with an e-blast on the products you featured.
2. *Best practice* – for following up on marketing inquiries:
Offer qualified prospects more information about your new product and special offers to build more engagement.

Beauty

WHAT'S TRENDING

Check out this month's roundup of new and noteworthy goods.

VelourPRO Qy V10 shears feature a patented Hi-Cut dual edge V10 blade, an ergonomic grip base to avoid slipping and the Dual Blade seal for stability and control. The cutting blade provides leverage and support to reduce pressure on the thumb. [@hannahsalon](#)

Hydra Flush Intense Moisture Collection from **amika** comprises a shampoo, conditioner and leave-in conditioner formulated with salicylic and hyaluronic acid. The line not only provides long-lasting moisture to restore, but also detangles and reduces frizz. [@amika](#)

REURGE Shower from **Aniela** massages skin tension through an shaving with gold Marium, hydrogenated oils. The easy grip head glides through wet or dry hair and closely contours the face, head and neck while the long hair remove reduces pre-showering before shaving. [@handyclippers](#)

Billion Dollar Brows offers its shiny, coated **Protein Spangly** **Scissors** for precise, defined styling. The scissors are designed to be easy to use and safe on clients. [@billiondollars](#)

OLAPLEX No.4C **NO-MOISTURANCE** **CHIFFON** **SHAMPOO** is a weekly gentle deep cleaning shampoo formulated to remove impurities that weigh down hair and cause damage. The brand recommends following the shampoo with Olaplex No.5 Bond Maintenance Conditioner or Olaplex No.6 Bond Intense Moisture Mask. [@olaplex](#)

Blow-Dry Blow from **Marie Nila** begins at the salon and ends at home. The main products include **Blowdry Blow Powder**, **Blow Dryer Powder** and **Blow Developer**. The **post-care Silver Shine**, a 2 oz solid pigment finishing treatment, allows clients to use at home to nourish their hair and prolong color between salon visits. [@marienila](#)

Heat-Cut Beach Wave Service is a 45- to 60-minute salon feature service developed with waving tools and heat technology that achieves beautiful beach waves and volume. Lasting from three to six months, the service can be used on most hair types and color processed hair. The Heat-Cut service is created with the Heat-Cut Beach Wave System. Heat-Cut Plugs (in sizes small, medium, medium+ and large) and Heat-Cut Foam (Deluxe, Rego, Wash, Curl). [@heatcut](#)

NeoThermic PowerGrip Brush Collection from **Oliva Garden** provides similar tension to hair brushes combined with the drying power of a thermal brush. Ideal for cowlicks, bangs and twirling ends, the brushes utilize a new barrel design that gathers tangles in rows with outstanding grip and tension control, allowing easier and faster styling and smoothing for medium to thick or coarse hair. [@olivagarden_us](#)

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Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Beauty Launchpad* Magazine in 2023.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.
3. The same product cannot be used more than two times in one calendar year and must be run at least 6 months apart.

Material Specifications and Deadlines

Qualifying advertisers will receive an e-mail with a link to submit the following:

1. A 50-word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png, maximum resolution: 300 dpi.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.

The screenshot shows a page from Beauty Launchpad's 'Monthly Roundup' section. At the top, it says 'Beauty LAUNCHPAD. Everything Beauty for Salons and Stylists' and 'Monthly Roundup'. The main headline is 'Why Bottleneck Bangs are Summer 2022's Trendiest Cut'. Below the headline is a photo of a woman with bottleneck bangs. The article is by Audrey Letimer and includes a quote: 'There has been an explosion of bottleneck bangs in 2022, and here's why: They're non-committal.' There is a 'Read More >>' link. Below the article are five product images with captions: 1. 'Power Scoot Active Hold Gel from PROHTUALS' (a black tube). 2. 'Avaage CBD Leave-In Conditioning Spray' (a green bottle). 3. 'U.DRY Fresh Hydrating Dry Conditioner from UNITE' (a pink bottle). 4. 'Vapor-Infused Flat Iron from Sutra' (a blue flat iron). 5. 'BE CHIC Hair Oil' (a black bottle with a yellow logo).