

MAGAZINE COVER SPONSORSHIP

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BEAUTY
LAUNCHPAD
Everything Beauty for Salons and Stylists

Showcase Your Expertise in the Professional Salon Industry and Align Your Brand With *Beauty Launchpad* as an Industry Leader.

The accompanying 4-page folio will educate the *Beauty Launchpad* audience on your thought leadership in an area you wish to push to the forefront.

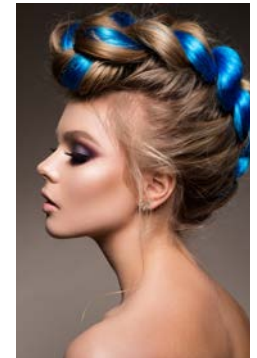
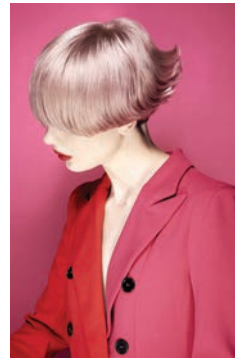
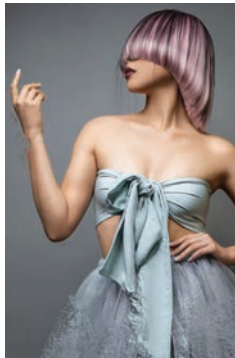
Beauty Launchpad – Everything Beauty for Salons & Stylists

Beauty Launchpad is the 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 and colorists to excel behind the chair—and beyond.

Cover Image Examples

Images should be dramatic, fashion oriented and hair focused.

All cover images need to be vertically oriented when possible.



Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



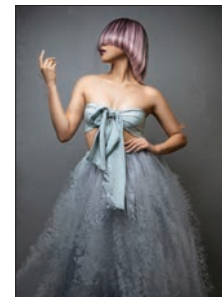
Original Image →

Final Cover Image -
Enlarged, cropped and
outlined to overlap the
masthead.



Original Image →

Final Cover Image -
Enlarged and cropped.



Original Image →

Final Cover Image -
Enlarged, cropped,
flopped and outlined to
overlap the masthead.

MAGAZINE COVER SPONSORSHIP CONT'D

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BEAUTY LAUNCHPAD
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The cover sponsorship allows you to provide the image for *Beauty Launchpad's* cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Inside the magazine our editors will help you create a 4-page story specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to going into the pages of *Beauty Launchpad* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio
- Mentioned in editor's note
- Included 1x in *Beauty Launchpad* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

Rate: \$21,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle

HAIRSTORY
Great For Your Hair, Great For Our Planet

We all want our clients to leave with great hair. What if you could do that with gentle ingredients, less environmental impact and less products, yet make more money and with education that was exactly what you needed? That might sound impossible, but it's all reality with Hairstory.

Meet Wes Sharpton, Hairstory Educator

HOW DID YOU GET YOUR START IN HAIRSTORY?
I started something at a salon that would lead me to inventing and creating products. I moved to New York City after my friend hired me as a stylist at Beautix in Brooklyn. I was excited to step into the salon and meet the team. I had the idea for the salon manager and said, "You're going to love this! Let's do this!" When I started at Beautix, I was eager to learn. I said, "I really love these things you're doing here" and that led me to my appointment at Beautix in Brooklyn and home to New York.

HOW DID THAT LEAD YOU TO HAIRSTORY?
I met Michael Cordero (founder of Beautix in Brooklyn and Hairstory) when I was at Beautix in Brooklyn. He called me to see if I was interested in joining his team. He said that he was looking for someone to help him with his vision for the brand and that he was looking for someone who was passionate about the brand and who was willing to learn. I said yes and that led me to my appointment at Beautix in Brooklyn and home to New York.

HOW DID THE BRAND CHANGED YOUR SUCCESS?
Before, I was doing styling with shampoo and hair care. I was looking for a way to create something that was more natural and better for the hair. I was looking for a way to create something that was more natural and better for the hair. I was looking for a way to create something that was more natural and better for the hair.

SO, WHEN DID THE HAIRSTORY PRODUCTS COME TO BE?
It all started in 2012 when I was in New York. I was looking for a way to create something that was more natural and better for the hair. I was looking for a way to create something that was more natural and better for the hair.

Say Goodbye to Damaging Detergents

You've been telling your clients that shampoo is too harsh, for as long as you can remember. Not only is traditional shampoo bad for your clients' hair, it's also bad for our planet.



HAIRSTORY DOES THINGS DIFFERENTLY—creating more sustainable products by using gentle ingredients and eco-friendly formulas. New Wash cleans and softens without the use of damaging detergents and harsh fragrances, ingredients that make shampoo foam.

Hairstory was founded with the intention of being a more sustainable and ethical brand, and I naturally supported the mission. I had to re-evaluate the way I was doing things. I had to re-evaluate the way I was doing things. I had to re-evaluate the way I was doing things.

HOW DOES NEW WASH COMPARE TO THE 12 ON THE MARKET?
New Wash is the only shampoo that is 100% natural. It's the only shampoo that is 100% natural. It's the only shampoo that is 100% natural.

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Example 4-Page Folio

4 Lived-In Looks From Wes

In this feature, we'll show you how to create 4 different looks for your clients. We'll show you how to create 4 different looks for your clients. We'll show you how to create 4 different looks for your clients.

LOOK 1
This look is all about texture and movement. We'll show you how to create 4 different looks for your clients. We'll show you how to create 4 different looks for your clients.

LOOK 2
This look is all about texture and movement. We'll show you how to create 4 different looks for your clients. We'll show you how to create 4 different looks for your clients.

LOOK 3
This look is all about texture and movement. We'll show you how to create 4 different looks for your clients. We'll show you how to create 4 different looks for your clients.

LOOK 4
This look is all about texture and movement. We'll show you how to create 4 different looks for your clients. We'll show you how to create 4 different looks for your clients.

Like Shampoo, But Good for Hair

Hairstory's first-of-its-kind, cleansing clean New Wash gives clients what they've been waiting for: a shampoo that's gentle on the hair and the planet. It's the only shampoo that is 100% natural. It's the only shampoo that is 100% natural.

WHY?
New Wash cleans and softens with gentle ingredients like Aloe Vera, Lactamide, and Citrus. Unlike other shampoos, it's gentle on the hair and the planet. It's the only shampoo that is 100% natural. It's the only shampoo that is 100% natural.

HOW?
New Wash cleans and softens with gentle ingredients like Aloe Vera, Lactamide, and Citrus. Unlike other shampoos, it's gentle on the hair and the planet. It's the only shampoo that is 100% natural. It's the only shampoo that is 100% natural.

Join Hairstory Pro: Make You And Your Client Happy!

Are you passionate about giving your clients the best hair of their lives? Are you passionate about giving your clients the best hair of their lives? Are you passionate about giving your clients the best hair of their lives?

GET ALL THE DETAILS
Hairstory makes it easy for you to become a member. We'll show you how to become a member. We'll show you how to become a member.

JOIN HERE TO CLARIFY NEW WASH
Scan the QR code to learn more about New Wash. Scan the QR code to learn more about New Wash. Scan the QR code to learn more about New Wash.