

BEAUTY BOX

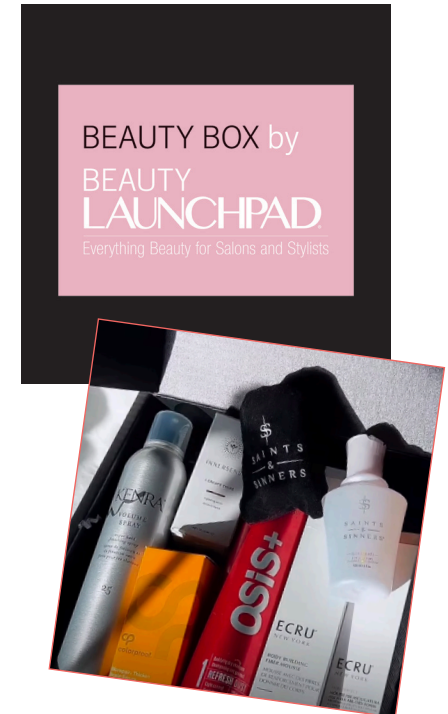
Angelina Lutsenko
 Business Development Manager
 angelina@allured.com
 630-344-6052
 www.beautylaunchpad.com

BEAUTY LAUNCHPAD
 Everything Beauty for Salons and Stylists

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 50 participating 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.



Box Theme	Closing Date	Materials Due	Box Ship Week
Green Beauty (March)	January 10th	February 10th	Week of March 10th
Blonde Beauty (May)	March 7th	April 11th	Week of May 12th
Innovative Beauty (July)	May 9th	June 13th	Week of July 14th
Readers' Choice (November)	September 12th	October 10th	Week of November 10th

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
\$11,025	\$6,625	\$4,725

*Each box will be limited to no more than 8 offerings and will be presented in the same dimensions to simplify production. Material guidelines will be sent after purchase.