



Beautify Box

Beautify Box

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Beautify Box



INTRO

Exclusively for you



Beauty is an evolving concept: where brands and customers merge their values.

Beautify Box links them both in a unique experience:
exclusive beauty boxes

INTRO

100%
PERSONALIZADA

RESPECTUOSA
CON EL MEDIO



THESE ARE OUR
VALUES

 **Vision**

Beauty is an evolving concept: brands and customers meet where they share their values.

Beautify Box links them both in a unique experience: exclusive beauty boxes

 **Mision**

Providing Beautify Box as an Unique Beauty Experience both for Brands and People who share our philosophy.

Value, Exclusiveness y Empowerment

Based on ethical consumption, sustainability and equality.



OUR BEAUTY PROJECT AIMS
TO PROVIDE AN EXCLUSIVE
BEAUTY EXPERIENCE BOTH
FOR BRANDS AND PEOPLE

ABOUT OUR

PROJECT

No two people are the same, just like our
Beautify Boxes

Each of our Beautify Boxes is 100% personalized for the target
individual's profile, completely matching their preferences.

And no, no two boxes are the same.

FOR YOUR BRAND

Aim

We want you to use Beautify Box to share, present, and communicate your brand in an innovative and fully customized manner.

Thus, you can target those whose profile shows interest in your brand and willingness to explore your products.

Proposal

We want to provide you Beautify Box's innovative communication channel that follows our philosophy:

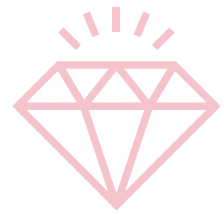
Personalization, Exclusiveness and Value

All based on ethical consumption, sustainability and equality.



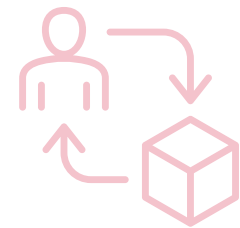
OUR

OBJECTIVE



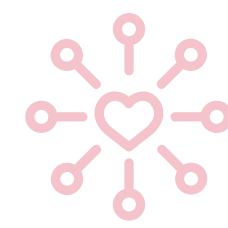
Marketing Box

- Raising awareness/ consolidating brand/product among akin high level consumers in Spain.
- Pre/Launchings preliminary assessments prior to their market placement.
- Introduction of international brands in Spain.



1:1 Marketing

- Innovative formula application: talk to your potential clients individually and create a long term relationship with them.
- Getting to know the needs and likes of your clients in full detail.



Social Media

- Visibility for your brand/product.
- Beauty Experts Diffusion (between 1K and 90K followers).
- Real positive reviews increase.
- Conversation & interaction improvement.

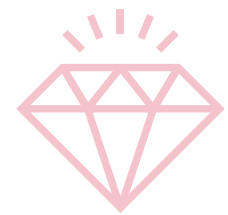


Growth

- Increase in the organic growth of your brand.
- Quality conversation with your clients.
- Media relevance of your brand/ products.
- Recurring sales.
- Customer engagement.

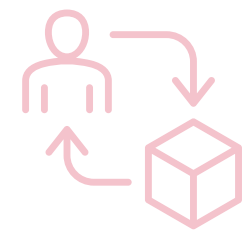
OUR

PROPOSAL



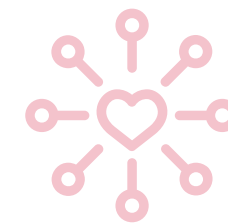
Marketing Box

- Edition including your brand/ products along with others.
- Dedicated edition exclusive for your brand.
- Full flexibility for campaign customization according to your brand.
- Long term partnership with brand/ product distribution.



Communication 1:1

- We choose those interested in purchasing your brand/ products according to our Wait List profile.
- We personalize product & conversation by using specific actions and details for each customer.



Social Media

- People, not profiles.
- Our high activity rate and knowledgeable real human micro-influencers put your brand out there on the different media.



Growth

- We apply an organic growth communication model: our beauty box is based on real consumption of informed people with relevant opinions generating high engagement.
- Actions in our site, blog, shop

OUR CONTENT



Exclusiva para ti

Editorial product content:
Offline: Beautyfy Box inserts
Online: Dedicated section in our website
Others: Media, SSMM and beauty blogs circulation
PRODUCTS
SAMPLES
CARDS,
DISCOUNT CODES

Beautyfy Box

BEAUTIFY TIPS MODO VERANO ON



- 1 Preparada, lista... ¡Más agua!**
La hidratación y protección son indispensables para que tu piel se mantenga jugosa. Sin embargo, no basta con hidratar superficialmente: si quieres obtener los mejores resultados, tienes que hacerlo desde el interior. ¿Cómo? Con fórmulas y activos que lleguen hasta las capas más profundas de la piel, como el **ácido hialurónico de bajo peso molecular**, que, gracias a su mayor capacidad de acción y a su molécula más ligera que la del de alto peso molecular, es capaz de penetrar más profundamente en la piel para tratarla a fondo desde dentro y rellenar arrugas.
- 2 ¡Vive el Verano! Con Vitamina C**
¿Sabías que lo de la incompatibilidad con el sol es una leyenda urbana? Es fotosensible, sí, pero puedes usarla siempre que su formulación tenga un pH similar al de la piel (4,7). Así, disfrutarás de un extra de protección contra los efectos dañinos de los rayos UV y reducirás la cantidad de la melanina. Tiene efectos preventivos pero también correctivos cuando ya han aparecido manchas solares. Además, estimula la producción de colágeno y reduce la inflamación. Úsala después del tónico y antes del resto de tu tratamiento, y no olvides el **SPF**, sin él tirarás al traste cualquier rutina por buena que sea.
- 3 "Buena cara", siempre**
Haz que no sea sólo para tu maquillaje de ocasiones especiales. Levántate con buena cara y mantenla todo el día con estos dos pasos indispensables:
Tratamiento nocturno: Repara, regenera y rejuvenece a nivel celular. Usa productos formulados con péptidos que trabajan mientras duermes, cuando la piel aprovecha para repararse de las agresiones sufridas durante el día, sol, contaminación, etc.
Maquillaje "Glass Skin": Combina bases ligeras de textura acuosa y polvos bronceadores con acabado satinado; no olvides que en verano puedes usar hasta 2/3 tonos por encima del tuyo. El efecto "glass" de sombras/iluminadores/labiales te aportará un aspecto más fresco y jugoso, y tu piel lucirá transparente como el cristal.



Jorge de la Garza
Four Seasons Bronzer

- 4 ¿Tu mirada practica el "Tubing"?**
¡Tranquila! No hablamos de hacer yoga de pestañas, sino de las máscaras de "tubo" que en lugar de cubrir las pestañas con pigmento, como las máscaras normales, envuelven cada pestaña en polímeros tubulares resistentes al agua. Aunque pueda sonar raro, estos "tubos" hacen que tus pestañas luzcan "Wow" de una sola pasada. Además, no manchan, aportan más longitud y volumen, y son muy duraderas. Lo mejor de todo: es súper fácil retirarlas, sólo hay que empapar un algodón en **agua tibia** y los "tubitos" se deslizarán de inmediato sin dañar tus pestañas.



Jorge de la Garza
Top Lash 560®

FOR PEOPLE



Aims

Beauty Box: a beauty product providing a high value acquisition experience.

Discovery of new brands & products.

Access to national and international brands.



Proposal

Providing Beauty Box as a distinguishing beauty product according to our philosophy:

Value, Exclusiveness and Personalization

Based on ethical consumption, sustainability and equality.

FOR PEOPLE

¡Bienvenida a tu Experiencia!

Beautify Box

100%
PERSONALIZADA

RESPETUOSA
CON EL MEDIO



SIN
SUSCRIPCIONES



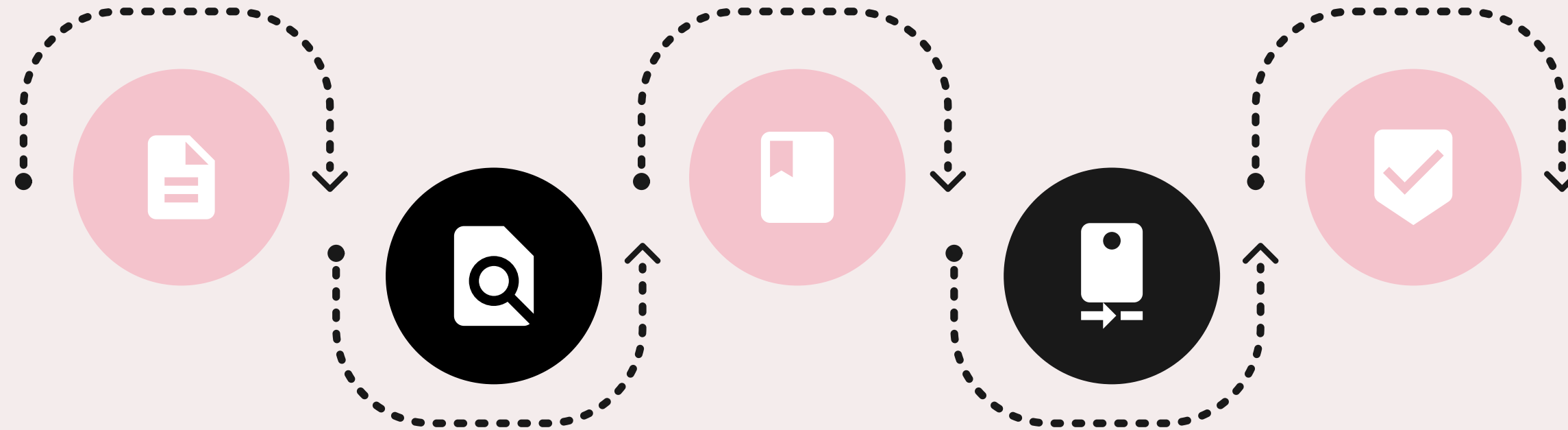
CON PRODUCTOS
EXCLUSIVOS



DE VALOR Y
EMPODERAMIENTO



OUR PROCESS



1 - Wait List

Clients access our DB.
We use data & profile
management for
personalization.
We provide product
forecast to brands.

2 - Pre-Campaign

SSMM Pre-launch
interaction.
Email marketing.
Spoilers/brand,
product and/or
influencer
collaboration
announcements.

3 - List Opening

Email marketing and
SMS to the selected
clients.
Product
personalization
(product choice).
Sales management.
Brand/ product
management.

4 - Preparation

Product choice
management.
Profile management for
box curation.
Shipping of edition.

5 - Post-Campaign

SSMM management: brand
visibility.
Conversation & interaction
with clients and their newly
arrived boxes.
Blog entries.
Online shop at Beautify
Box.
Campaign feedback.

BUSINESS MODEL

1-COLLABORATION

01. OUR INVESTMENT

Through the management of our +6K database profiles, for the generated one-to-one campaign.

PERSONALIZATION PRODUCTS ARE THE KEY

We only selected the profiles they filled out on the survey that checked this product category.

Management with own influencers to obtain higher visibility and engagement on social media. From 5K followers.

We provide all communication materials: online and offline.

BLOG-WEBSITE-POPUP STORE

We have result assessment as well as communication experts in order to provide you with advice and tailor made campaigns.

Win Win

01. YOUR PRODUCT INVESTMENT

Providing your products for a campaign is not only a plus from the costs point of view it also increases your visibility and organic growth.

Let's say you have use X€ of your budget for marketing, and you pay 3 "influencers" for a one time action. We can turn that into a wider range and return investment given that 300 products will reach 300 people that will be naturally and organically sharing and promoting your brand/product.

COLLABORATIONS FROM 100 UNITS*

BUSINESS MODEL

2-PARTNERSHIP

NEXT STEPS AFTER THE COLLABORATION

STEP 2-BUSINESS MODEL:

CONTRIBUTION COST

We provide a % ("Contribution Cost") to the campaign based on the RRP of the selected products.

Our budget depends on the quantity, edition type, recurrence, etc.

STEP 3-BUSINESS MODEL: DISTRIBUTION

We would be a partner for the long term. Introducing your brand and products like resellers in the Spain market. We have a long experience in e-commerce to promote and sell your brand across our website.

Win Win

- 1 COLLABORATION
- 2 CONTRIBUTION
- 3 DISTRIBUTION



SUCCESS CASE

Avant Skincare

Through harbouring a wealth of industry knowledge and experience, we recognised a lack of brands uniting the benefits of both the natural skincare routine and effective scientific formulations.

As skincare professionals, we were able to identify that customers desired a combination of both approaches to skincare. Meticulously scrutinising each ingredient that formulate our products and always standing by this blend of nature and science, our goal is to make customers feel confident in their own skin.

We worked together with their skincare professional to select this exclusive Winter Routine including 5 full size products specific for the care of every skin type during the colder months.

Subject

Winter Routine

Category

Skincare

Brand



RRP

59.99€/470€

Date

November 2023

Adaptogen Serum

'Awaken your skin's light'

Adaptogen Supplement

Skin immunity wellness starts from within. These high potency supplements offer a dose of the most powerful Nordic Forest plant extracts to boost your daily skin health ritual, defending against the impact of stress. Both inside and out

BRIGHTENS – increases skin clarity and luminosity

SUPPORTS -stronger, healthier and more resilient skin

PROTECTS - defends against common skin reactions triggered by stress

BOOSTS - your mood and energy levels

SUCCESS CASE

FOREST SPA_ FINLAND

A Nordic approach to help combat the impact of stress on your skin and boost your wellbeing. Discover our two-phase 'skin immunity wellness' system and take your skincare routine to the next level.

Edition April 2023 and re-stock on May, sold in 24 hs. Our success storie with Forest Spa Finland bring us the opportunity to introduce in the Spanish market a dirsruptive, innovative and natural product, never seen before.

100% positive feedback, high visibility on Instagram, increase sales on their web site

01



123,95 €

02



84,95 €

Producto
Beautify Box

Categoría
Beautify Box Customized

Marca



PVP

49,95€

Fecha

ABR-MAY_2023



MAKEUP ARTIST

DANESSA MYRICKS



SUCCESS CASE

DANESSA MYRICKS

Self-Taught. Makeup Artist. Photographer. Entrepreneur. Founder. Mother. Black woman.

In a world focused on labels, Danessa Myricks has continuously broken boundaries and built a world of beauty for people from all races, ages and genders.

Starting out as a self-taught makeup artist, Danessa learned how to use products in unconventional ways to create stunning looks. Ignoring industry norms, she began to teach other artists about her techniques and product selections, and created a name for herself in the beauty world.

We wanted multitasking products to discover the power of it to our members. We included a Colorfix Dream Rose Trio and the multichrome Pencils (add-ons).

The previous spoilers and the Hype on RRSS get the box were sold only in a few hours.

Subject
**Colorfix Dream Rose Trio
 Chrome Pencil**
 Category
Make-up

Brand



RRP

39.99€

Date

May 2022



SUCCESS CASE

RÉDUIT BOOST

RÉDUIT AN INNOVATIVE DEVICE BRAND
 ELEVATE BEAUTY, IMPROVE RESULTS AND REDUCE PACKAGING.
 2022 COSMOPROF AWARD WINNING RÉDUIT BOOST
 does not replace your skincare routine: it is a smart device that works with your favorite cream or serum to make it more effective. BOOST scans the barcode of your skincare product to identify its active ingredients; it then uses technology to push the right actives into your skin at the right depth for you, to maximize their results.

We wanted create a inedit edition with a facial device and some skincare productos around the well-being
The previous spoilers and the Hype on RRSS getting the box was sold only in a few hours.

Subject
Beautify Box X Redit
"My Moment"
 Category
Skincare



RRP
65.99€
 Date
FEB 2023

SUCCESS CASE

Jorge de La Garza

Art as passion, architecture as training, beauty as a profession. A team with which Jorge de la Garza has traveled all over the world: fashion, parades, magazines, television...

The best known faces have been their landscape and, in them, with their restless spirit and exquisite talent, discovers the beauty that we can possess in an instant.

We have already shared two professional make-up brand editions and a lot of emotions. This collaboration is the perfect example where we have gone hand in hand sharing achievements, knowledge as well as a long road ahead for discovery.

Subject

Brand

RRP

Main Product

39.99€

Category

 | JORGE DE LA GARZA

Date

Make-up

2020/2021



SUCCESS CASE

Vera & The Birds

Vera & the Birds is a natural skincare, make-up and lifestyle brand which aims to help us reconnect with ourselves. We create efficient formulas packed with high quality botanical actives that nourish, regenerate and take care of skin.

Vera & the Birds is tightly intertwined with nature, slow life, self-love and the present moment.

March has been Women's Edition, Bloom PrimaVera (Spring Bloom) and has included this women owned brand that is special, oneiric and sensory. Beauty beyond make-up.

This edition's hype was so intense we had to issue a re-edition in April 2022.

Subject

Brand

RRP

Main Product

39.99€

Category

Date

Make-up

March 2022

Beautify Box



MEET US



Commitment and positivity to make dreams come true.

Endless source of ideas and great beauty guru.

If she doesn't know about it, it doesn't exist, and therefore, it needs to be created.

"She is Passionate"

María Blanca

Coordinator



Perseverance and creativity. The eyes are the mirror of the soul, and her face shows her personality and determination. If you are not already following her, you're late to the party!

@unviciosano

"She is Charming"

Marta

Content Creator



Energy and determination to reach the goal. Curious, life-time learner who always shares her knowledge. If there's a hidden treasure... ¡She'll find it without a map!

"She is Relentless"

Ana María

Marketing & Communication

OUR

PARTNERS

Long-term relationships

We love building relationships that last, sharing and, most of all, contributing. Our regular collaborators know it and we could not be any prouder to have them onboard for this incredible beauty adventure.



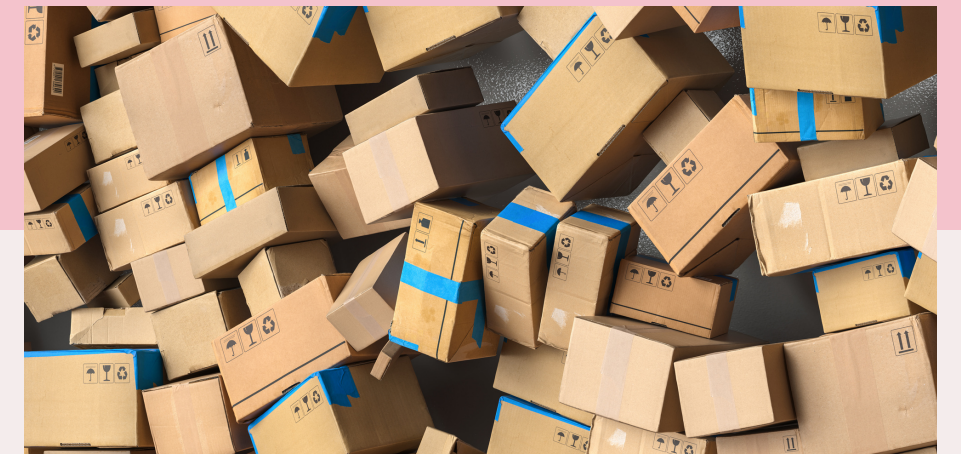
Graphic Design

Aktuart is everything a good design should have. They turn ideas into images.



Logistics

An important piece in our value chain. They carefully prepare every box and see that they arrive safe and sound to their recipients.



Packaging

Our resource that joins design, quality, and sustainability. They not only make boxes, they bring our projects to life.

CONTACT US

Beautify Box



info@beautifybox.es



+34 722 53 66 31



FACEBOOK

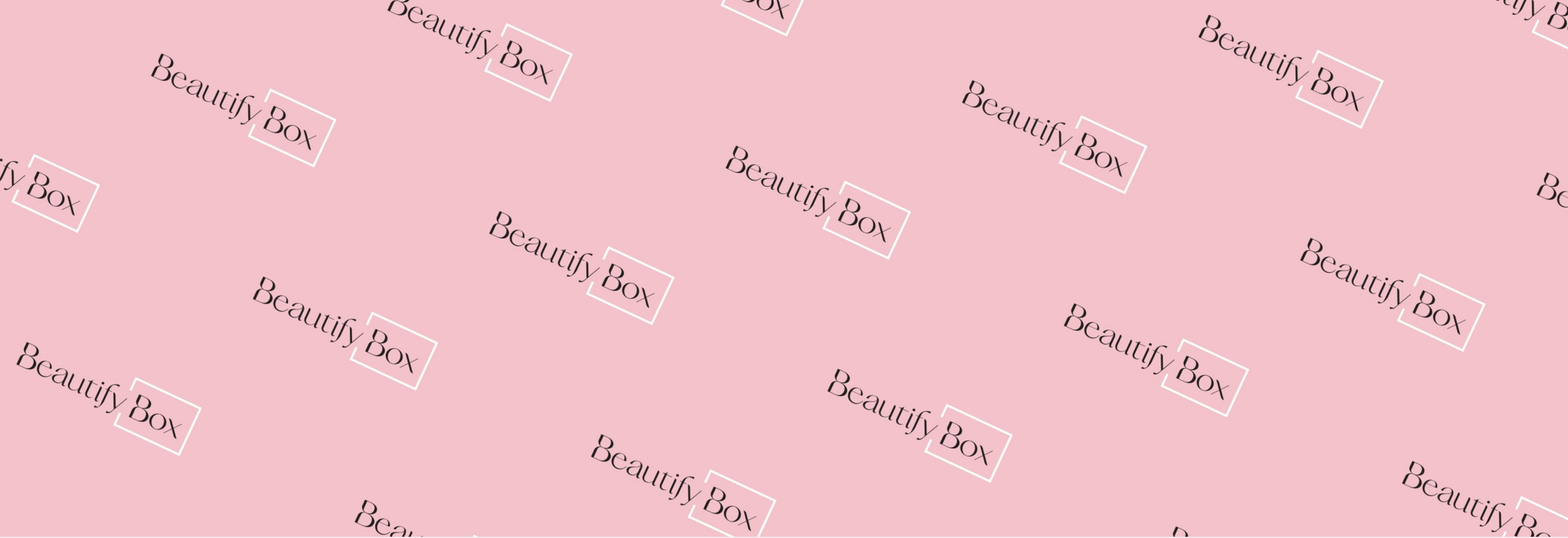


www.beautifybox.es



INSTAGRAM

BARCELONA - SPAIN



BEAUTIFULY BOX PRESENTATION

2022

!THANK YOU!