

Beauty**FIX**

Consumers Demand More Information

The beauty industry has become incredibly confusing – thousands of new products enter the marketplace every year. As a result consumers now demand more information and are becoming more educated before committing to a purchase.



- Women demand more information and want proof that a product works
 - 68% want proof of better results over time
 - 42% want more research
- Peer reviews and shared experiences make a huge impact
 - 67% are more likely to buy a product if they read a positive peer review
 - 54% feel they make smarter purchase decisions since visiting blogs and social sites

Beauty**FIX**

The Interest Is There

Women want to try new products and are seeking them out

- **69%** of women are looking for new and different beauty products
- **67%** considered buying a new brand because she was offered a sample to try before purchasing
- **33%** of women switch brands just because they want to try something new



62% of brand loyalists would consider switching brands if they got product samples from another brand

Introducing Beautyfix

Beautyfix is an exclusive beauty club where women can discover the best in beauty!

Expert product choices by panel of top beauty influencers

- Beautyfix is the new insider beauty award

Beautyfix provides “Smart Sampling”

- Informative editorial content
- Fun, instructive web-based videos



A screenshot of the Beautyfix website homepage. The header features the "BeautyFIX" logo in a cursive font, a navigation menu with links for Home, How it Works, Member Benefits, Products, Panel, and Videos, and a "Forgot Password / Login" link. The main content area has a red headline "DISCOVER the BEST in BEAUTY" and a sub-headline "Finding the right beauty products can be just as hard as finding Mr. Right. Beautyfix.com is an exclusive beauty club dedicated to matching you with the perfect products." Below this is a blue "get STARTED!" button. A video player shows a woman being styled by a professional, with a play button overlay. Below the video is a text box that says "Watch this video to find out why celebrity stylists LOVE Beautyfix.com!". The footer includes a navigation menu with links for Explore, Home, Products, Panel, Videos, About, How it Works, Member Benefits, FAQs, Contact Us, and My Info, My Profile, Surveys, Reviews. There is also a "AS SEEN IN" section with logos for various magazines and a "Join us at" section with social media icons for Twitter, Facebook, and YouTube. The address "2301 Rosecrans Avenue | Suite 4100 | El Segundo, CA 90245-4007 | (855) 213-4278" and copyright information "© Beautyfix All Rights Reserved 2009" are also visible.

BeautyFIX

The Samples

Members get their **Beautyfix** each season

- 8 panel-selected products
- All samples are full-size or deluxe travel-size
 - *No foil packettes allowed*
- Beautyfix Makeup Bag



Beauty**FIX**

The Beauty of Choice

Profile data determines the best product matches

- Members take a brief beauty profile survey answering skin care, hair care, and makeup questions

Members select their products

- Product matches are divided into 2 categories: *Must-Haves* & *Panel-Faves*
- Must-Haves are products the panel picks specifically for the consumer
- Panel-Faves are a collection of panelist favorites that the consumer gets to pick from

The screenshot shows the 'MAKE UP' section of the BeautyFIX profile survey. It includes a 'Beauty Profile' header and a question: 'What is your skin tone?'. Below the question are six color swatches labeled 'Very Light', 'Light', 'Medium', 'Medium Dark', 'Dark', and 'Very Dark'. There are radio buttons under each swatch. Below the skin tone question is another question: 'What is your eye color?'. It features five eye color swatches labeled 'Blue', 'Brown', 'Green', 'Grey', and 'Hazel', each with a radio button. At the bottom, there are radio buttons for 'Asian', 'Black/African/Caribbean', 'East Indian', 'Latino/Hispanic', 'Hispanic/Latino', 'White/American', 'Pacific Islander', and 'Other/Custom'.

The screenshot shows the 'HAIR CARE' section of the BeautyFIX profile survey. It includes a 'Beauty Profile' header and a question: 'What is your hair type?'. Below the question are five hair color swatches labeled 'Very Light', 'Light', 'Dark', 'Dark', and 'Reddish', each with a radio button. Below the hair color question is a question: 'What are your hair concerns?'. It has checkboxes for 'Dry Hair', 'Curling', 'Fine & Long hair', 'White & Grey hair', 'Color Treated hair', 'Thinning hair', and 'Oily Scalp'. Below that is a question: 'What is your hair texture?'. It has radio buttons for 'Fine', 'Medium', and 'Coarse'. Below that is a question: 'What is your hair length?'. It has radio buttons for 'Short', 'Medium', and 'Long'. A 'Next >' button is at the bottom right.

The screenshot shows the 'Customize Your Kit' page on the BeautyFIX website. It features a header with the BeautyFIX logo and navigation links. Below the header is a 'Customize Your Kit' section with two steps: '1. Selected from this seasons panel approved beauty products.' and '2. Have your kit shipped to your door.' Below this is a 'Your Kit' section showing a grid of product images with checkmarks. At the bottom, there are three steps: 'Step 1: Select Set', 'Step 2: System Set', and 'Step 3: About Set'. Below the steps is a 'Select Product' section with a grid of product images and descriptions. A 'Select Product' button is highlighted in yellow.

BeautyFIX

The Brands



DECLÉOR
PARIS

bliss®



LISA HOFFMAN BEAUTY

JUARA

SPARITUAL

TRICIA SAWYER
BEAUTY



JONATHAN
PRODUCT

COOLA



cures
by avancé®

Exuviance®
DERMATOLOGIST DEVELOPED

chellá

pür-lisse

GLOBAL GODDESS
BY ANJALI SAGGAR

M
LAB.

RAW NATURAL BEAUTY

AMARTÉ

PCA skin®



IQ DERMA™
FIRMACEUTICALS



Frais



bella
BRONZE

SKINDINÄVIA

redpoint

colorescience
PRO

julie hewett
los angeles

Dominique Duval
Premier Hair Accessories

BeautyFIX

Women Want to Try New Products

What is the biggest reason you became a Beautyfix Member?



74% of Beautyfix Members join because they want to discover the latest and greatest beauty products.

*Beauty***FIX**

Beautyfix Members Speak Out

"I love trying new products and learning something about them from experts."

"It feels like Christmas every time I get a box."

"Its exciting to get the latest products people are talking about for a great price."

"This is a fantastic service and product selection."



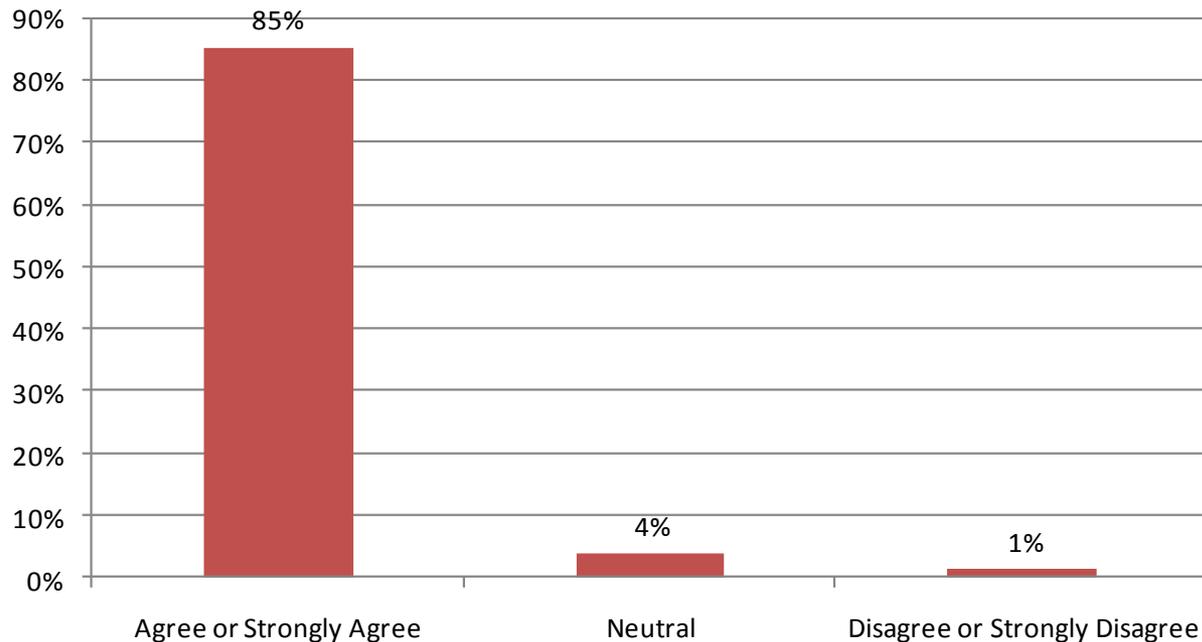
"I know its introduced me to products I must buy now... I love reading reviews and watching the videos.. and the whole site."

"I really appreciate all the product details and reviews."

*Beauty***FIX**

A Channel for Reaching New Consumers

Beautyfix has introduced you to new beauty brands and products.



85% of Beautyfix Members were introduced to new brands and products.

Additional Data:

82% would definitely tell a friend about Beautyfix.

90% are looking forward to next season's products.

*Beauty***FIX**

Picking the Hottest Products

The Beautyfix Advisory Panel

- Beautyfix is the new insider beauty award
- Products are reviewed each season by a dynamic group of beauty industry experts committed to selecting the very best



Beautyfix goes beyond traditional sampling programs

- Consumers have the added benefit of knowing that beauty professionals have sorted through hundreds of products, provided expert reviews, and included their top picks

*Beauty***FIX**

Introducing the Beautyfix Panel

Beautyfix Panelists are experts in their respective fields, and are regularly featured in top monthlies and nationally syndicated television shows like Oprah.



Skin

- **Dr. Babak Azizzadeh** – Facial Plastic Surgeon
- **Dr. Jody Levine** – Dermatologist
- **Dr. Chip Cole** – Ophthalmic & Plastic Surgeon
- **Dr. Stuart Kaplan** - Dermatologist
- **Dr. John Diaz** – Plastic Surgeon
- **Dr. Barbara Polla** – Cellular Aging Specialist
- **Ada Polla** – Product Development
- **Molly Walsh** – Celebrity Esthetician

Hair / Makeup / Nails

- **Rita Hazan** – Celebrity Colorist
- **Sean James** – Celebrity Hairstylist
- **Rosie Johnston** – Celebrity Makeup Artist
- **Shiyena** – Celebrity Makeup Artists
- **Stevy White**– Celebrity Hairstylist
- **Malcolm McAlpine** – Celebrity Hairstylist
- **Carla Gentile** – Celebrity Hairstylist
- **Michelle Saunders** – Celebrity Manicurist

*Beauty***FIX**

The Beautyfix Panel Cont...

Beautyfix Panelists are a highly recognized and diverse group of the who's who within the online beauty world.



- **Tia Williams**/Shake Your Beauty
- **Julia Coney**/All About The Pretty
- **Kori Ellis**/She Knows
- **Elke Von Freudenberg**/The Beauty Blog Network
- **Michelle Breyer**/Naturally Curly
- **Christine Mielke**/Temptalia
- **Christina Jones**/Christina Loves
- **Lianne Farbes**/The Makeup Girl
- **Cailin Honeycutt**/The Beauty Bunny
- **Teri Cosenzi**/Beautiful Makeup Search, Aging Beautiful

Beauty**FIX**

Beautyfix in the Press



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Star

Home | News | Photos | Video | Hot Sheet

Hot Sheet

What's Hot | Entertainment | Fashion | Beauty | Hot Spots | Food & Drink | Gadgets | Star Shopper

HOT BRACELET
Not all stars deck themselves out in insanely pricey jewelry. Sheree Ginn has been spotted with this funky onyx bracelet — which carries a price tag of only \$70! The Huckle Batts, Indiana onyx bracelet is available at hucklebatts.com, along with tons of other cool, inexpensive jewelry that Stephanie Pratt, Taryn Manning and Jereb Dancy have all been seen wearing.
[more Fashion >](#)

HOT BEAUTY CLUB
Product junkies will flip for Beautyfix's new members-only club cards out soon to 10 top beauty items — each selected by a panel of makeup and hair pros — every season. The picks for summer included hair goodies from Bliss and Deceler, fall's offerings (which will be sent out Oct. 1) will include brands like Canyon Ranch and Skala. And while the standard subscription price is \$50 per quarter, Star readers can get a 40 percent discount. [Just click here to go to Beautyfix.com for the special offer!](#)
*This promotion is sponsored by Beautyfix.com. This promotion is not affiliated with or sponsored by www.beautyfix.com, which assumes no responsibility for the proper performance or fulfillment of this promotion, and makes no representations regarding any discounts or awards related to the promotion. If you experience any problems with this promotion, please call 800-312-9276.
[more Beauty >](#)

On Newsstands NOW!

- **Tori & Brad's Loveless Marriage**
- **Ashlee Simpson Kicks Pete Whozz Out!**
- **New Jason Segel's Starved 18 Years of Hell**

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To enter with just one click, [log in or create an account](#)

Beautyfix.com

Subscribe & Save

Send me an email

Free e-mail newsletter

Get a gift?

Purchase items

Join the Team Working for...

- Makeup
- Hair
- Nails
- Skincare

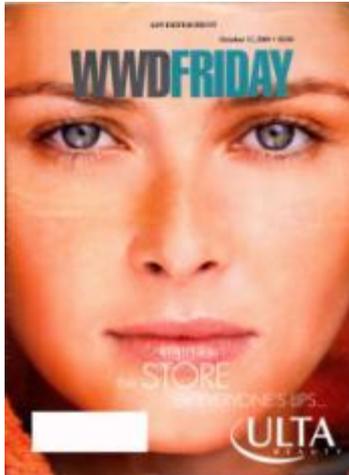
Beautyfix's Summer 2009 kit is here and ready to shower you with its vast selection of beauty products. This exclusive beauty club represents the solution for enthusiasts looking for the best brand beauty products to add to their arsenal. Now a returning member will receive a seasonal collection of 9 carefully-selected favorites that were awarded the official selection Beautyfix stamp.

What's in it for you? Members will receive 9 select picks from the following brands: Bliss, Mineralize, Aquanote, Curology by Avon, Deceler, Dermalogica, So Softly, The Body Shop, and 40 Beauty Personalcare. And these aren't small number samples either — we're talking travel to full size!

Recently featured on The Today Show and in publications such as EW.com, Health and Style.com, Beautyfix opens the door to the elite world of beauty and makes it attainable for all beauty addicts. For under \$50 a quarter, the world of Beautyfix opens up.

BeautyFIX

Beautyfix in the Press



BeautyFIX

Beautyfix in the Press



SHOPPING

WITH JESSICA | juedgwick@suntimes.com



SCRUB FOR A CAUSE

September is Prostate Cancer Awareness Month, and Ardrey suggests for Men it's doing the scrub in a big way by donating 10 percent of the proceeds from one of the brand's best sellers, Sea Salt Body Scrub, to research. The 12-ounce bottle retails for \$12 and works fantastically on cellulite with the sea salt and leecher with olive oils. ardrey.com



BEAUTYFIX TO DIE FOR

If you are addicted to beauty products and need a fix, then the Beautyfix sampling program is tailor-made for you. For a nominal fee of \$49.95, the value-added products — and accessories. This option's package includes almost a dozen must-haves, including body lotion, Deodorant and IQ Deodorant. Visit thebeautyfix.com



FULL DAYS AHEAD

Beautyfix is available to film, they have with its new sampling products. Discovering Beauty (The Beauty Fixation), the Conditions and Programs are already built in, but the results — which include algae, white tea and caffeine — have come in under its light, overnight growth-enhancer. After a few weeks, you'll have noticeably thicker hair. (1-770-888-5245) thebeautyfix.com

FALL INTO YOUR OWN STYLE

Use our cheat sheet of this season's hottest looks to help find what trends are right for you

While most of us are still getting salvage out of our summer wardrobe, fashion magazines and stores are beginning to kick the latest trends. And this is where things can go terribly wrong.

"Don't feel obligated to participate in trends," says Julie Watson, local wardrobe consultant and personal stylist. "So one wants to have a wardrobe full of trends. You're you look like a girl, and you don't know who you are and what your style is."

"This means instead of feeling obligated to participate in all 10 trends, we're challenged with such season — better 'tagging' might be difficult for some of us to pull off — choose one or three that feel comfortable with your lifestyle. If you look in the mirror and if

it doesn't look right to you, then it doesn't matter what a stylist says. You're greater. But, unfortunately, your posture will be different and your whole demeanor changes," Watson says. "And if there's a season where trends don't feel right to you, then your money isn't the best money."

This fall, we have such love the classic white shirt and trench coat with a few trickier trends (sweat and denim jackets). It's trends that come for you in three categories: classic, timeless and '80s.

Looks are meant to be mixed and matched. Wear an elastic boyfriend blazer with a sexy, ruffled sequin tank or skirt. Or try a classic white button-down with a shoulder pad of shiny denim. It's all up to you to decide. Here's a rundown of what's hot in fall fashion at every price point:

BOLDOIR

Think romance. Or just love of being wild! This fall, denim and denim are everywhere of denim, but without being full-on denim fashion. Expect to see plenty of denim, jeans, and the cool utility skirts such as cargo, utility and plenty of denim. Also, try your old denim with denim (and to show off your curves in a romantic little way or go the other way with a denim fisher skirt).



Elizabeth and James Peon For skirt, \$120 at the newly opened The Boutique, 1101 N. Taylor. Lane 11th Street, \$45.50 at H&M, 101 S. State and 11 Woodward Mall in Schaumburg.

Metallo Mouthpiece Inspired Dress from H&M \$4, \$49.99 at Target.



Ardrey's Beauty Fix, \$10 at Ardrey.com.

CLASSIC

Thinkably, a lot of us already own clothes that reflect this trend and we're hard-pressed to get rid of them. "I don't think the trends to choose in 2010 are necessarily based," Watson says. "But it has something to do with it." But if you're not of us, you're not to keep your eye out for the perfect trend. The "boyfriend" blazer is long jacket with rolled-up sleeves to give the illusion you're wearing a man's blazer and the long white button-down for a more subtle in-between. "It's all of the time classic goes to a very 'T-shirt' style. Women wear. This blazer can be used on great investment staples and looking like a boy. A long blazer, unbuttoned, over a tank and skinny jeans or leggings."



The Blazing Buffalo Jacket, \$78 at Anthropologie.



Buffalo plaid top, \$49.99 at Gap.

Double-breasted blazer, \$98 at Gap.

'80s

Last fall I wrote about the return of "Pleaty to Play" Anne Klein blouses and shoulder pads. Well, we continue to see these trends, along with a few other rather more surprising trends, such as sequin and acid wash jeans.

For color, look for pink in bags, along with greens, yellows and oranges. For denim, look for acid wash, distressed and ripped. "And shoulder pads have come back, like you see in sequin and acid wash blouses and contemporary fashion," Watson says.



Pink Pump Toe Pump, \$17.99 at H&M.



Angie's Cat, \$10.99 at H&M.



Multi-Zebra Print Dress, \$45.99 at H&M.



Always Blazing Buffalo plaid top, \$49.99 at Gap.

New Customer Acquisition Strategies

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DAILY CANDY

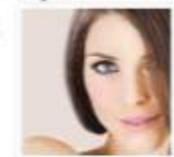
DEDICATED E-MAIL
EVERYWHERE | June 30, 2009
Beauty Fixation

How does a makeup addict get her fix? She calls on the pros at **Beautyfix**.



The innovative beauty club is a cosmetic junkie's heaven. Here's how it works: A panel of experts (celebrity hairstylists and makeup artists, renowned doctors, top beauty bloggers) handpick and test-drive the season's hottest new products.

They then narrow down the pool to only the top-rated, must-have, can't-face-the-day-without goods, which are passed on to members in a Beautyfix kit overflowing with full and deluxe travel-size products.



Space in the exclusive club is limited, but DailyCandy readers can score a membership for **just \$19.99**. And as a special bonus, you can earn a \$25 gift card to glow.com just for commenting on the products, plus \$10 credits for every friend you refer to Beautyfix.

Call it the dealer's special.

[Click here](#) to join Beautyfix.

E-MAIL SAVE PRINT SHARE

- Targeted online, television, radio and print advertising
- Beautyfix promoted on glow.com and Dermstore.com
- Dedicated e-mails promoting Beautyfix brands to over 1,000,000 targeted beauty consumers
- Cross promoting membership with select partners
- Strategic business development deals
 - Private Invitation-Only Boutique Sales
 - Contests and Promotions

Giveaway starts at 2:00 PM EDT. **We're taking entries.** **ideeli**[™]
Hurry, entry time is limited.

Tell a friend, get \$25... Share your Personal Invite Link with your friends and you'll receive a \$25 shopping credit when they buy. Your link is <http://www.ideeli.com/invite/bsalecard>. To personalize, [click here](#).

beautyfix giveaway **GIVEAWAY** Discuss this event
GIVEAWAY RULES Tell a friend

beautyfix YEAR MEMBERSHIP

Enter Giveaway!



Beauty for All Seasons

Just like the seasons change, the latest and greatest top-performing beauty products continue to evolve, and to improve. Staying up-to-speed on the newest developments in beauty isn't always easy. However, until you discover **Beautyfix**, that is. **Beautyfix** is an exclusive beauty club that delivers the most noteworthy beauty products directly to your door. Each quarter, members receive a collection of full and deluxe-travel-sized products (no little samples in the bunch!) selected by a panel of industry experts. Better yet, these goodies come perfectly packaged in a chic makeup bag!

Beauty**FIX**

Print Advertising

BeautyFIX
GUILT-FREE
Luxury

BeautyFIX is an exclusive beauty club that lets you try the top brands you crave the Jonathan Product, Declor and Bella for a price you can feel good about.

Indulge Yourself for just **\$19.99***

*A FREE \$20 gift card to glen.com when you join today!

Things this good don't last long. Join at www.beautyfix.com/OK or call 866-337-0832 to take advantage of this exclusive offer for OK! members.

BeautyFIX is an exclusive beauty club that lets you try the top brands you crave the Jonathan Product, Declor and Bella for a price you can feel good about.

Find out what The Today Show on NBC and access are talking about!

WANT HUNDREDS OF DOLLARS Worth of Beauty Products?

It's in the bag...

BeautyFIX is an exclusive beauty club that lets you try the top brands you crave like Mj, Jonathan Product and Declor for a price you can feel good about.

GUILT-FREE LUXURY *A FREE \$20 gift card to glen.com when you join today!

Only \$19.99*

Things this good don't last long. Join at www.beautyfix.com/Venice or call 866-337-0832 to take advantage of this exclusive offer for Venice members.

Find out what The Today Show on NBC and access are talking about!

Want Hundreds of Dollars Worth of Beauty Products?

BeautyFIX is an exclusive beauty club that lets you try the top brands you crave like Jonathan Product, Declor and Bella for a price you can feel good about.

THINGS THIS GOOD DON'T LAST LONG. Join at www.beautyfix.com/OK or call 866-337-0832 to take advantage of this exclusive offer for OK! members.

INDULGE YOURSELF FOR JUST \$19.99* *A FREE \$20 gift card to glen.com when you join today!

Things this good don't last long. Join at www.beautyfix.com/OK or call 866-337-0832 to take advantage of this exclusive offer for OK! members.

Find out what The Today Show on NBC, and access are talking about!

Discover the Best in Beauty!

We love beauty products... and we know you do too. But with so many choices, it's hard to know what will work for you. Here's a team of experts dedicated to making sense of all the products out there.

BeautyFIX is an exclusive beauty club where every season you receive the latest and greatest products handpicked by a panel of experts.

How It Works:

- A panel of beauty industry experts personally test each product.
- Only the top-rated and most-loved products of the season are selected.
- Your benefits are yours to enjoy. Best with full and delivered size products (not 8.5 oz samples).

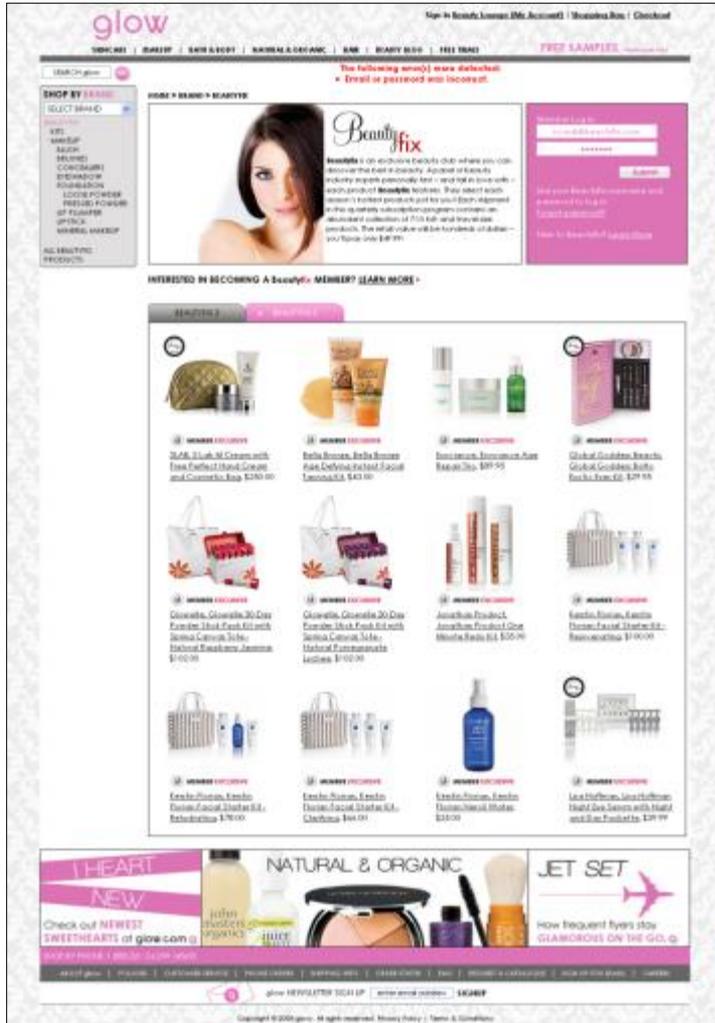
For a limited time, OK! Members get their first season of BeautyFIX for just **Only \$19.99*** *A FREE \$20 gift card to glen.com when you join today!

Go to www.beautyfix.com/OK or call 866-337-0832 to take advantage of this exclusive offer.

Find out what The Today Show on NBC and access are talking about!

BeautyFIX

Driving Brand Loyalty and Value



- \$25 bounce-back gift card to glow.com for taking 2 or more product surveys

- Exclusive member-only Beautyfix Boutique on glow.com gives brands opportunity to provide special offers

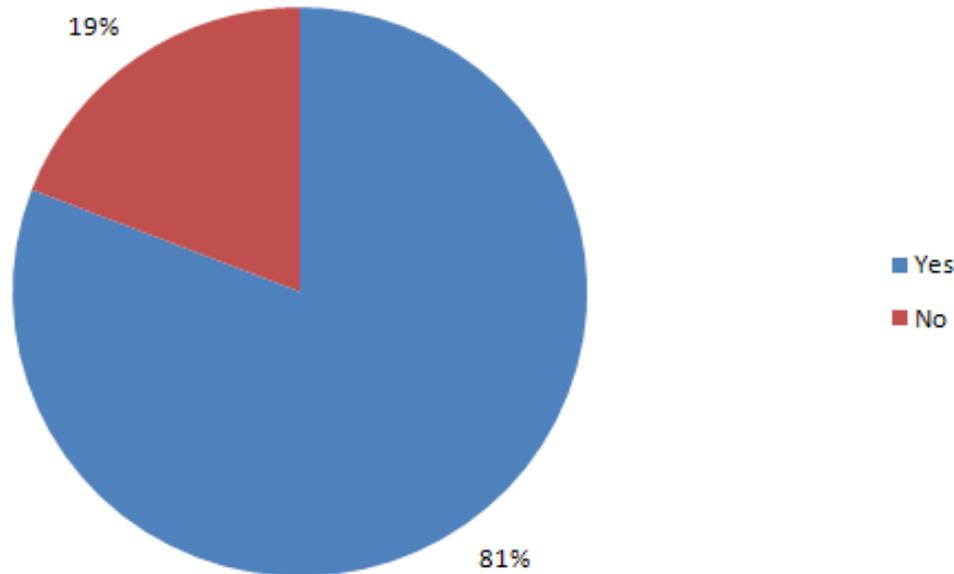
- Initiates transition from sample and brand introduction to purchase and brand loyalty



BeautyFIX

Turning Samples into Sales

I plan on purchasing a product I discovered in Beautyfix.



81% of Beautyfix Members plan on purchasing products they discovered in Beautyfix.

Additional Data:

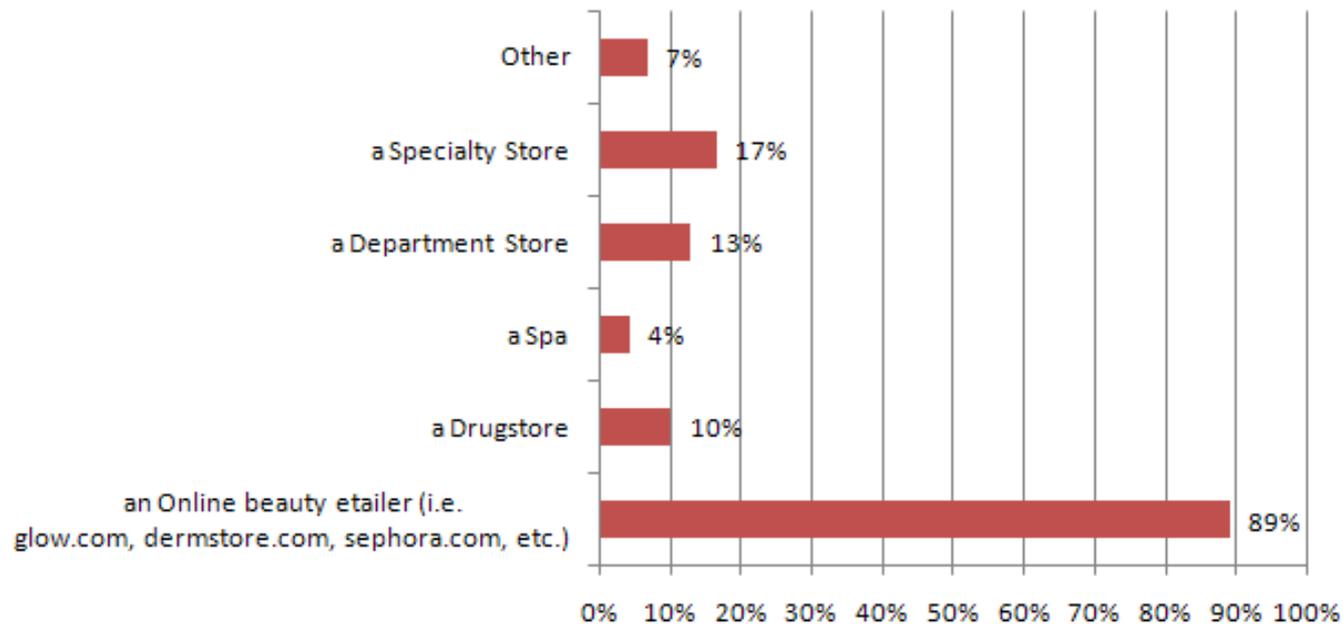
32% had already made a purchase at the time of this survey.

72% plan on purchasing *other* products from Beautyfix brands.

Beauty**FIX**

Beautyfix Members Love to Shop Online

I plan on purchasing products I discovered in Beautyfix at (select all that apply)...



89% plan on purchasing their products online.

Beauty**FIX**

Beautyfix Videos

VIDEOS

Watch the latest Beautyfix videos.

Bliss The Youth As We Know It

Bliss cofounder Christine Mallick demonstrates The Youth As We Know It facial at the M Hotel in Los Angeles.



LATEST VIDEOS

View all Beautyfix (2) »

- Squalifast**
Squalifast founder Shel Fine discusses her skin-friendly food ingredients and her organic, food-based moisturizing lotion.
- Cares by Avoncc** Age Defier Eye
Cares by Avoncc Vice President Lee DeLacalle talks about their ingredient philosophy, and the benefits of using Age Defier Eye.
- Doctor Instant Radiance Mask**
Doctor Education in the Sunscreen department for Instant Radiance Moisturizer at La Spa at the M Hotel in Los Angeles.
- Avoncc Tanned Tea Hydrating**
Meet the creators of Avoncc and learn about their food-based skin care products from Tanned Tea Hydrating Tea.
- Plu-Lose Plu-Lip Combat**
Plu-Lose founder Jennifer Hancock discusses the unique product formulae and what makes our products different from other lipsticks.
- Mer Day**
Learn about Mer Day products from founder Benjamin Hancock, and how to use all the fun food-based at The Market table.

<http://www.beautyfix.com/media/>



The screenshot shows the YouTube channel page for Beautyfix. At the top, there's the YouTube logo and a search bar. Below that, navigation tabs for Home, Videos, Channels, and Shows are visible. The main content area features a video player with a thumbnail showing a woman and a man, with the Beautyfix logo overlaid. Below the video player are tabs for Info, Comments, Favorites, Share, Playlist, and Flag. To the right of the video player, there are sections for 'Uploads (34)' and 'Favorites (2)'. The 'Uploads' section lists several videos, including 'Beautyfix Panelist Speaks' (110 views, 1 week ago), '10 Dermatology Questions - Beautyfix Summer 2009' (135 views, 3 weeks ago), and 'Beautyfix.com' (42 views, 3 weeks ago). The 'Favorites' section lists 'Makeup Art Collection' (1,320 views) and 'Avoncc Tanned Tea' (343 views). At the bottom, there's a 'Subscriptions (82)' section with a grid of channel avatars.

<http://www.youtube.com/mybeautyfix#p/a/u/0/F3ZtcaJKszl>

BeautyFIX

Brand Dedicated Newsletters

Exclusive Member offer: **Save \$30** on M LAB Travel Collection. [Get it Today!](#)




Exclusive MEMBER OFFER
Save \$30!

Get the Royal Treatment with the M LAB Travel Collection.

Lots of *luxury* for a little price.

[BUY M LAB COLLECTION](#)

What's new on the list!

Hot Press

“You won’t find a more potent over-the-counter solution.” — *Beau*

“Beauty Editor’s Choice” — *Marie Claire*

[GET MY M LAB](#)

“Amazing! M LAB made my face look 10 years younger in one hour!” — *Chae*

“I love, love, love the entire line. M LAB’s anti-aging products are some of my favorites on the market.” — *Tara*

“You can see the difference right away.” — *Linda*

MEMBER BUZZ
[ORDER MY M LAB](#)

Tell us what you think!
Take a quick product survey and give us your two cents. [TAKE SURVEY](#)

The Beautyfix Panel **LOVES M LAB**





“I put it on at night, and I wake up, and I see like, ‘Wow, my skin is really, really good.’ It’s not kind of like a glow to it. It’s observed.” — *Heidi Johnson, Celebrity Makeup Artist*

“I loved with good, but doesn’t feel medicinal or at all. In fact, it’s a totally surprising experience.” — *The Wellness Beauty Editor*

“Loved it! It’s very rich, and very active. I like that it has the laser and growth ingredients, including the peptides. I also like the texture!” — *Heidi, Heidi, Heidi, Celebrity Esthetician*

Member Exclusive: Save \$30 on the M LAB Travel Collection. Get It Today!

Member Exclusive
Over 40% OFF
Lisa Hoffman Night Eye Serum with Night and Day Packets

Members get the entire set at a **fraction of the retail value!**



Retail Value \$75

Beautyfix Member Price: \$39.99

[Get it Now](#)

Featuring travel-friendly day and night regimens, as well as an eye serum.

“This deluxe set includes anti-aging ingredients for both prevention and repair.” — *Lisa Hoffman*

Lisa Hoffman talks about our Beautyfix Member Exclusive

- Night Eye Serum:** “My night eye serum addresses dark under-eye circles, reduces puffiness, and helps to eliminate those fine lines and wrinkles... with three powerhouse peptides (Matrixyl, Germanyl, and Matrixyl 3000). That gave me the results I’d been looking for.”
- Night and Day Packets:** “(The packets) have literally changed my life. They are designed to be portable versions of my skincare collection. A single packet contains all you need for 24 hours. There are 10 different products that cleanse, tone, protect and moisturize your skin.”

Get both for only \$39.99!

Watch Video

Lisa Hoffman’s skin care line is a unique collection of products formulated for busy women. Learn how her life of traveling to various destinations influenced her new line.



Member Exclusive
Jonathan Product One Minute Redo Kit
Members Save \$40

This terrific trio refreshes, **styles** and **rejuvenates the hair** for a red carpet-ready look anytime!

Plus, as a Beautyfix Member, this awesome kit is available to you at a fraction of the cost!



Retail Value \$76

Beautyfix Member Price: \$35.00

[Get it Now](#)

The Jonathan Product One Minute Redo Kit includes:

- Redo Freshen-up Mist (5.1 oz):** A second day reactivator that allows you to restyle without shampooing.
- Finish Control High Shine Flexible Hairspray (10 oz):** Annual hairspray that provides strong, flexible hold while adding brilliance, shine, and luster to hair.
- Create Root Volume Brushable Lifting Spray (3 oz):** This is a volumizing spray that will lift your hair to new heights!

Get all 3 for only \$35!

BeautyFIX

Targeting the Online Influencers

In addition to the buzz the panel creates, Beautyfix gets your products in the hands of the top 150 beauty bloggers.



- Hundreds of Beautyfix blog posts
- Dozens of product specific blog posts
- Thousands of twitters about Beautyfix and products
- Extremely active Facebook fan page

Bella Sugar, Specktra, Beauty Riot, Makeup Moxie, Afrobella, Second City Style, 15 Minute Beauty Fanatic, Makeup Bag, All Lacquered Up, The Makeup Divas, Beauty and Fashion Tech, Jolie Nadine, beauty in real life, Beyond Beauty Basics, A Girl's Gotta Spa, Aging Fabulous, The Makeup Girl, Beauty Chat Blog, A Mom in Red High Heels, Product Girl, Steeping Beauty, beauty girl musings, Beauty 411, Raging Rouge, Cybele Says, Beauty Banter, Face Candy, makeup loves me, Yummy411, Lipstick, Powder 'n Paint, Makeup Makes Me Happy, Beauty's Spot, The Periodic Elements of Style, Mystical Beauty's Musings, Spoiled Pretty, Claire's Beauty, Haute and Bothered, Beauty Thesis, Are You A Beauty

Beauty**FIX**

The Value of Participating

Get your products in the hands of thousands of beauty influencers

- Advertising campaign (print, online, TV) \$100,000
- Beautyfix newsletter sent to 1,000,000 beauty consumers \$50,000
- Glow catalogue spread 300,000 existing beauty consumers \$12,000
- Reviews by hundreds of beauty bloggers \$25,000-\$50,000
- Video production & syndication \$30,000-\$50,000
- Market Research data \$25,000
- Bounce-back Campaign to Glow.com

*Beauty***FIX**

The Benefits

Consumers

- Ability to try before they buy
- Amazing value
- Introduces them to exciting innovations in beauty
 - Cuts through clutter and introduces the hottest products and brands
- Gives them the information they demand
 - Informative editorial and video content
- Feeds beauty addicts cravings!

Brands

- Builds powerful brand awareness
- Gets products in the hands of highly qualified, enthusiastic beauty consumers
- Videos educate and build one-on-one relationships with consumers
- Comprehensive analytics review and Market Research Data
 - Product reviews and surveys

Brand Commitment

Participation Requirements:

- Products submitted for panelist review
 - Must be full-size or deluxe travel-size samples
 - May submit up to 3 products per brand
 - 30 pieces of each submitted product are required
- If selected
 - 250 units are required for PR
 - Minimum of 1,000 units are required for program participation
 - 5,000 minimum units are required for video inclusion
- There are **no fees** to participate
 - Selected brands are only required to provide the products
 - *Beautyfix takes care of the rest!*

Beauty**FIX**