

# Beauty Loop - Seeding your products at the heart of everyday beauty

All about sharing your products, tips and knowledge with thousands of people across the UK. This is about tapping into the trusted network of friends and family recommendations and beauty networks.



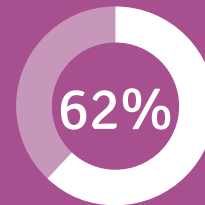
## Beauty Spots

### Right places at the right time:

- Nights in or out with friends and family sharing beauty tips.
- On closed social feeds.
- At the right occasions e.g. parties, social gatherings.
- Workplaces, uni or college with like minded people.



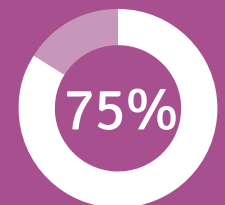
We can distribute samples, vouchers and information. Raising awareness, encouraging trial and building loyalty.



62% of Loopers spend money on beauty products every week.



79% of Loopers share beauty recommendations with their friends.



75% of Loopers ask for recommendations from their hairdresser.

### With the people who influence:

- Friends, family, colleagues, classmates.
- Make up artists, hairdressers.
- Fitness teachers e.g. yoga or crossfit.

