



“Guess what? You’ll be in one minute”

# beautyheaven

## REVIEWS AND REWARDS

### *Brand Overview*

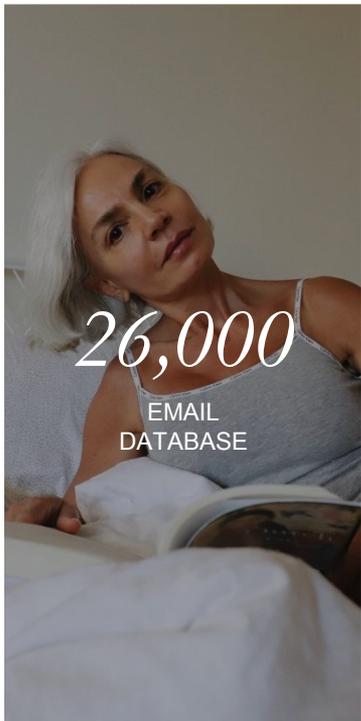
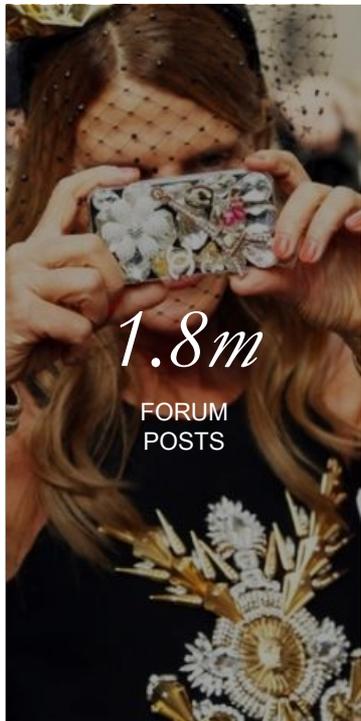
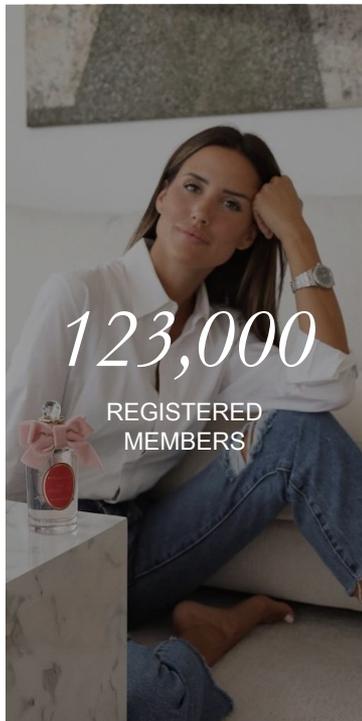


*the beautyheaven community*

AUSTRALIA'S BIGGEST AND MOST COMPREHENSIVE BEAUTY REVIEW DATABASE

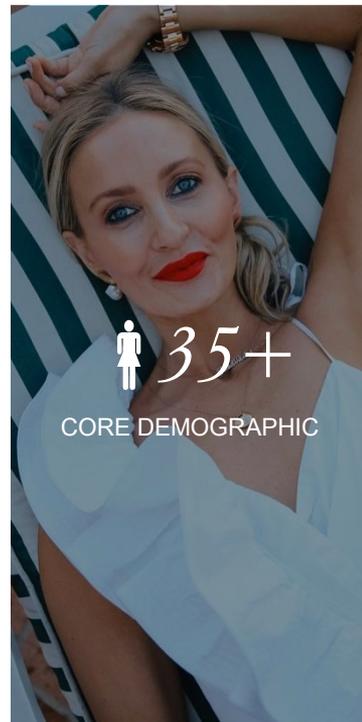
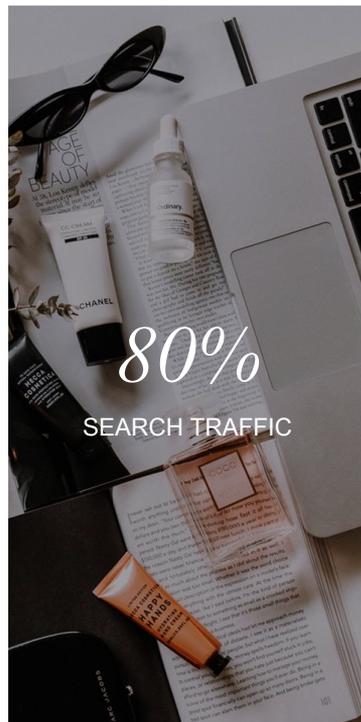
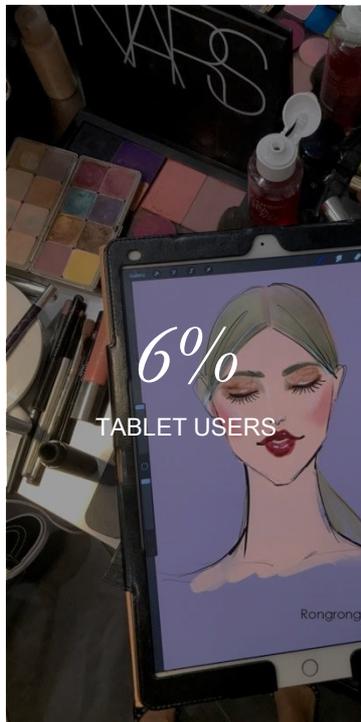
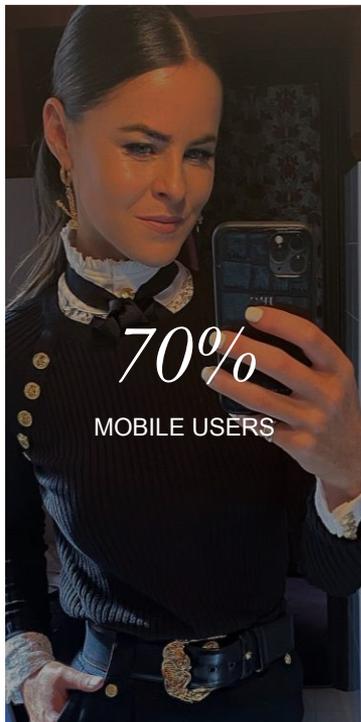
*With over eleven years experience managing trial team seeding campaigns, beautyheaven has the social media expertise and resources dedicated to moderating and facilitating reviews and conversations for brands.*

# *the bh audience*



Monthly Average, Nielsen DCR, August 2020.

# the bh audience



# brand solutions

- ❖ Brand Membership & Directory Listing
- ❖ Trial Teams & Review Generation
- ❖ Native Content
- ❖ Social Content
- ❖ Display Media, Takeovers & eDMs
- ❖ Events



# membership listing

A beautyheaven membership provides a credible third-party environment that allows for organic product reviews, and keeps your brand top of mind with editorial through a dedicated account manager and includes the following:

- ❖ Brand listing – A web page dedicated to your brand with all your brand information. This houses your product listings.
- ❖ Product listings – A landing page for each of your products which includes product image, description, RRP, and “Buy Now” button. This is where your product reviews will sit.

You're required to have a membership to access additional advertising opportunities on beautyheaven.

The screenshot shows the 'Alya Skin' brand listing on the beautyheaven website. The page features a navigation bar with 'SEARCH', 'FIND REVIEWS', and 'REWARDS ROOM' buttons. Below the navigation, there are tabs for 'ALL BRANDS', 'MAKEUP', 'SKIN CARE', 'HAIR', 'BODY & HEALTH', 'PERFUME', 'MOM & BABY', 'TREATMENTS', and 'NATURAL BEAUTY'. The main content area is titled 'ALYA SKIN' and includes a 'CONTACT DETAILS' section with availability information, a 'LATEST REVIEWS' section with a star rating of 4.5/5 from 7 reviews, and a 'BUY NOW' button. The reviews section includes a snippet of a review: 'I bought this product in the most recent 2020 rewards room. Alya Skin Exfoliator comes in a gorgeous pink tube and the product is very easy to squeeze out. One thing I dislike is the product...'

The screenshot shows the 'Alya Skin Exfoliator' product review page on the beautyheaven website. The page features a navigation bar with 'SEARCH', 'FIND REVIEWS', and 'REWARDS ROOM' buttons. Below the navigation, there are tabs for 'ALL BRANDS', 'MAKEUP', 'SKIN CARE', 'HAIR', 'BODY & HEALTH', 'PERFUME', 'MOM & BABY', 'TREATMENTS', and 'NATURAL BEAUTY'. The main content area is titled 'ALYA SKIN EXFOLIATOR REVIEWS' and includes a '100% OF REVIEWERS RATED THIS PRODUCT AT 4 OR 5 STARS' badge, a 'BUY NOW' button, and a 'REVIEW THIS PRODUCT' button. The reviews section includes a snippet of a review: 'I bought this product in the most recent 2020 rewards room. The Alya Skin Exfoliator comes in a gorgeous pink tube and the product is very easy to squeeze out. One thing I did notice that the product did not have a security tab over the dispenser, nor was it wrapped and it did not come in a box. To me, this doesn't make the product all that appealing, as when it is opened or unwrapped you know when you are opening it, it is fresh and has not been opened or exposed to air. The product is nice and creamy, gentle on the skin and gives the skin a nice cleanse and exfoliation. Smells lovely and is pleasant to use. My skin felt softer and smoother and not red and dry like I usually do.'

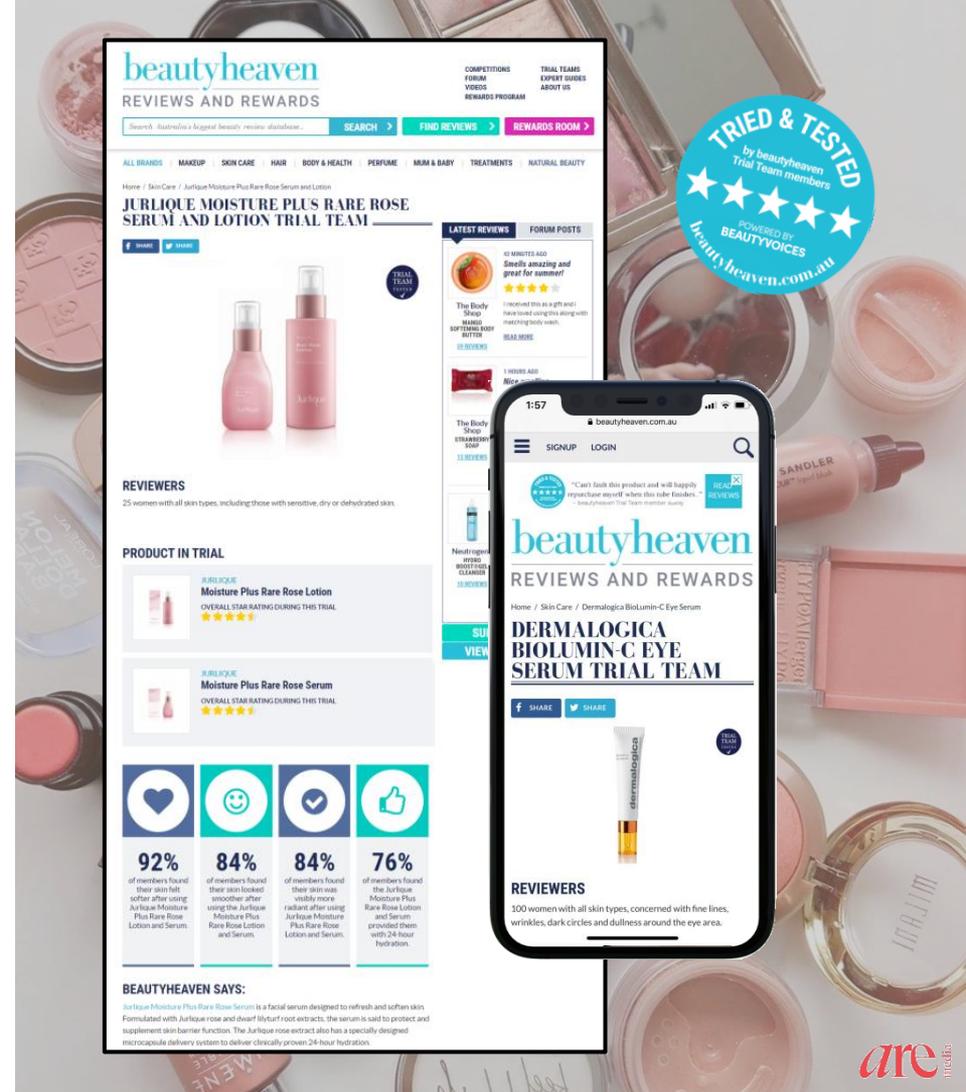
# membership inclusions

Membership Inclusions	Guaranteed	For Consideration
“Buy Now” Links	✓	
Embed video on listing	✓	
Best Beauty Offers	✓	
Competition	✓	
Rewards Room	✓	
Hero Product & Hero Reviews	✓	
Eligible for Awards Programmes	✓	
Editorial Calendar	✓ (editorial discretion x3)	✓
Category Reviewed Content		✓
Beauty Insider Content		✓
Video Content		✓

# trial team packages

## Standard Package Inclusions:

- ❖ Recruitment, administration and send out of product to targeted demographic.
- ❖ Guaranteed reviews on beautyheaven product listing
- ❖ Native article summary page
- ❖ Editorial drivers
- ❖ Co-branded beautyheaven built display media banners
- ❖ Social media driver
- ❖ Newsletter driver
- ❖ On-going SEO benefits from permanently archived content
- ❖ Star-rating badge to utilise across all assets for a 12 month period
- ❖ Opportunity to include survey questions to gain additional insights



beautyheaven  
REVIEWS AND REWARDS

COMPETITIONS TRIAL TEAMS  
FORUMS EXPERT GUIDES  
VIDEOS ABOUT US  
REWARDS PROGRAM

Search:  [SEARCH](#) [FIND REVIEWS](#) [REWARDS ROOM](#)

ALL BRANDS | MAKEUP | SKIN CARE | HAIR | BODY & HEALTH | PERFUME | MOM & BABY | TREATMENTS | NATURAL BEAUTY

Home / Skin Care / Jurlique Moisture Plus Rare Rose Serum and Lotion

### JURLIQUE MOISTURE PLUS RARE ROSE SERUM AND LOTION TRIAL TEAM

[f](#) [SHARE](#)

**LATEST REVIEWS** **FORUM POSTS**

42 MINUTES AGO  
Smells amazing and great for summer!  
★★★★★  
The Body Shop  
GLASS SOFTENING BODY BUTTER  
I received this as a gift and have loved using this along with my regular body wash.  
[SEE REVIEWS](#) [SHARE](#)

1 HOURS AGO  
Nice smell  
The Body Shop  
STRANDS SOAP  
[SEE REVIEWS](#)

Neutrogena  
HYPO-ALLERGENIC BODY TREATING CREAM  
[SEE REVIEWS](#)

**REVIEWS**  
25 women with all skin types, including those with sensitive, dry or dehydrated skin.

**PRODUCT IN TRIAL**

**JURLIQUE**  
Moisture Plus Rare Rose Lotion  
OVERALL STAR-RATINGS DURING THIS TRIAL  
★★★★★

**JURLIQUE**  
Moisture Plus Rare Rose Serum  
OVERALL STAR-RATINGS DURING THIS TRIAL  
★★★★★

**92%** of members found their skin felt softer after using Jurlique Moisture Plus Rare Rose Lotion and Serum.

**84%** of members found their skin looked smoother after using the Jurlique Moisture Plus Rare Rose Lotion and Serum.

**84%** of members found their skin was visibly more radiant after using Jurlique Moisture Plus Rare Rose Lotion and Serum.

**76%** of members found the Jurlique Moisture Plus Rare Rose Lotion and Serum provided them with 24-hour hydration.

**BEAUTYHEAVEN SAYS:**  
Jurlique Moisture Plus Rare Rose Serum is a facial serum designed to refresh and soften skin. Formulated with Jurlique rose and dwarf lilystar root extracts, the serum is said to protect and supplement skin barrier function. The Jurlique rose extract also has a specially designed microcapsule delivery system to deliver clinically-proven 24-hour hydration.

1:57 beautyheaven.com.au

SIGNUP LOGIN

beautyheaven  
REVIEWS AND REWARDS

Home / Skin Care / Dermalogica Biolumin-C Eye Serum

### DERMALOGICA BIOLUMIN-C EYE SERUM TRIAL TEAM

[f](#) [SHARE](#)

**REVIEWS**  
100 women with all skin types, concerned with fine lines, wrinkles, dark circles and dullness around the eye area.

are media

# trial team process

## BRAND PROFILE

Client sends demographic/beauty profile criteria

## RECRUITMENT

beautyheaven recruits key members who fit the brand criteria to participate in trial team

## PRODUCT SEND OUT + TRIAL PERIOD

Full-sized products sent to members and trialed for a stipulated time

## ASSETS LIVE

Landing page live, and on-site and social drivers activated to raise awareness of the campaign

## RESULTS

Collation of reviews and survey data to create the star rating and survey statistics

## REVIEW + SURVEY

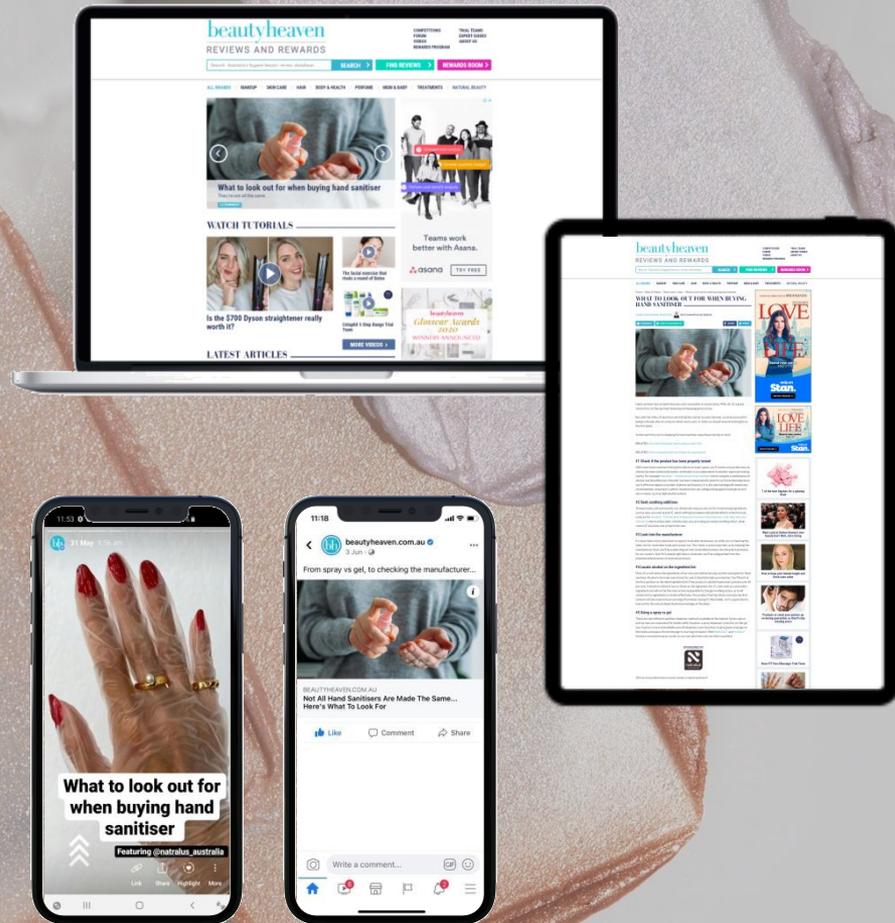
Members submit their reviews and survey response

# content package

Sponsored native content enables consumers to be educated and informed whilst also generating engagement with a chosen product or product range. Our talented team will provide concepts, write the content and also enable syndication opportunities.

## Content can be created in various ways including:

- ❖ Utilising editorial talent or brand ambassadors
- ❖ beautyheaven member integration
- ❖ Before and after images
- ❖ Pictorial instructional approach
- ❖ Themed content
- ❖ Ingredient or educationally led

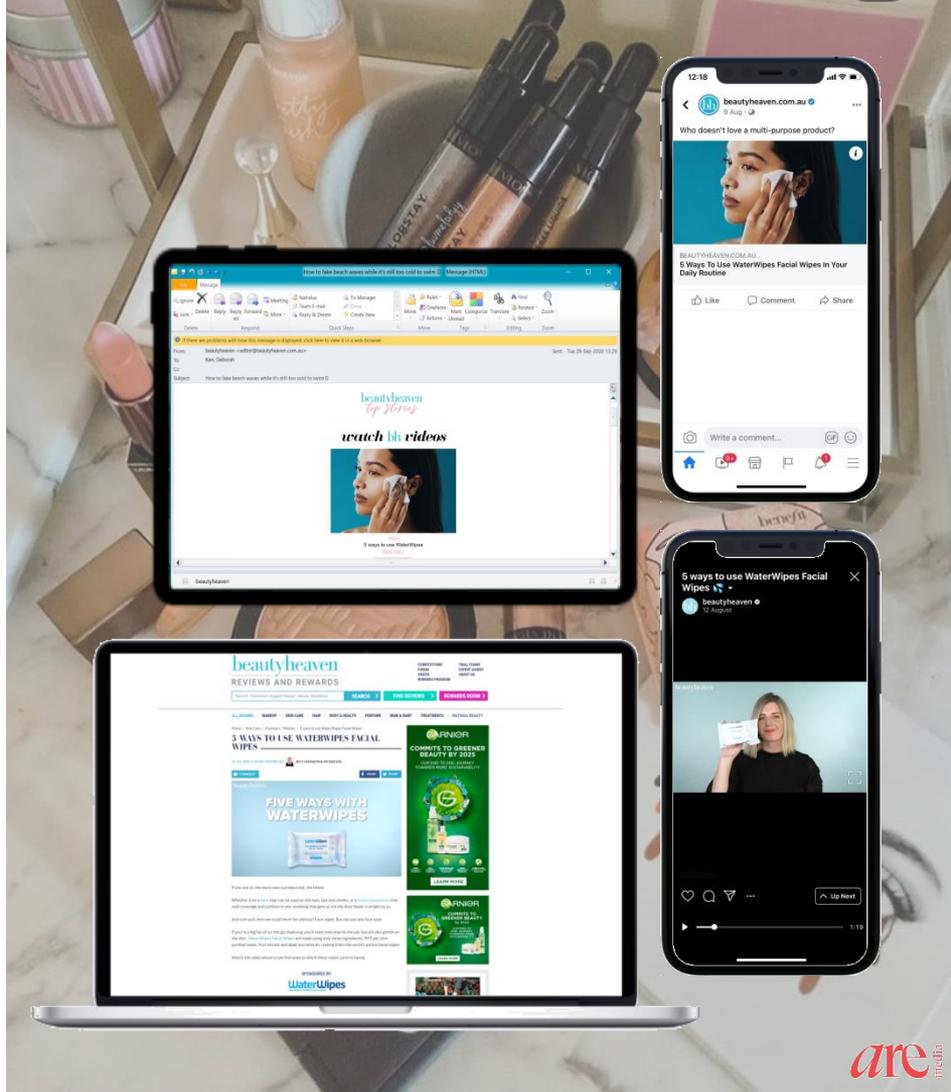


# video package

A sponsored video is a great way for a brand to gain brand exposure and education through native content. The beautyheaven team will work with each client to create a concept specifically in line with their brand or product.

## Our video packages can include different elements such as:

- ❖ Video production – scripting, filming, editing
- ❖ Media package on site to amplify the final video
- ❖ Video hosted on beautyheaven IGTV channel
- ❖ Social edits and social campaign
- ❖ Editorial talent or brand ambassador integration
- ❖ Utilising beautyheaven members or Trial Team results
- ❖ Syndication of video

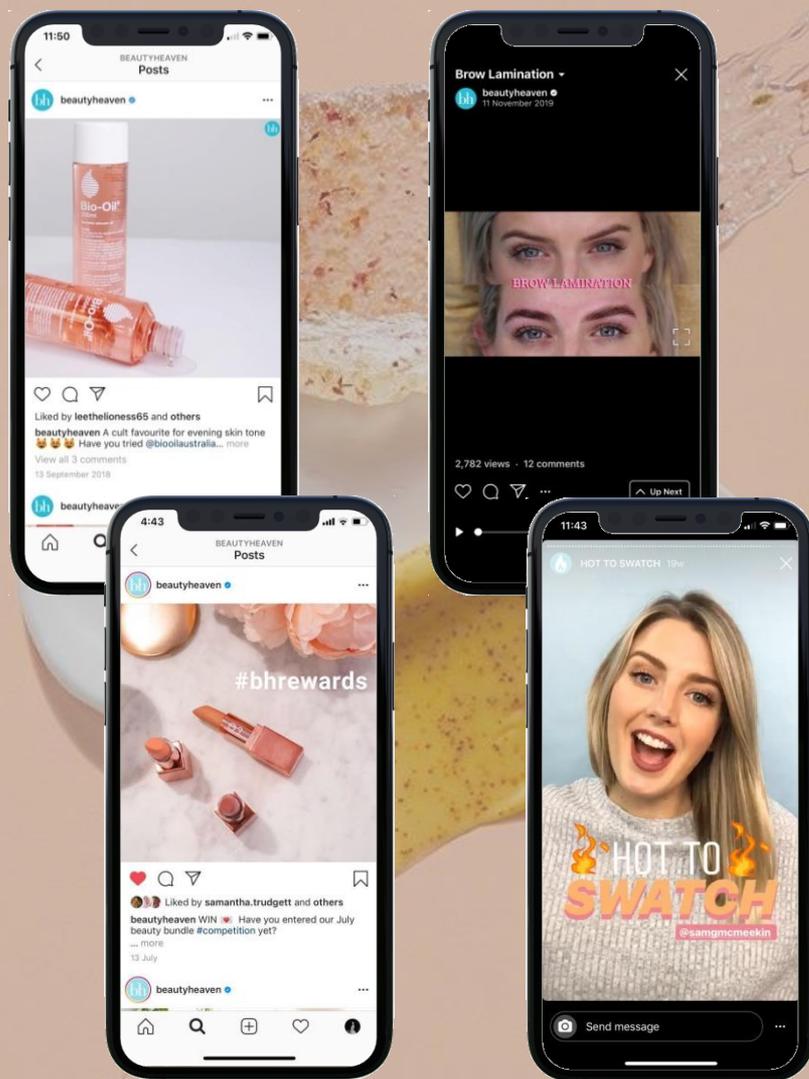


# social opportunities

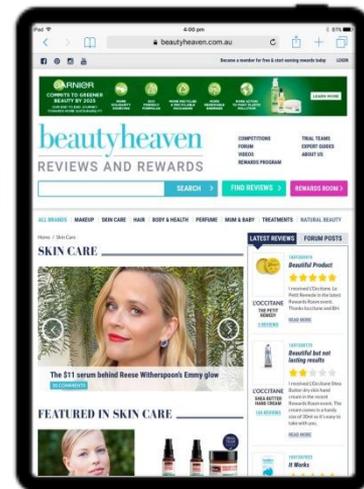
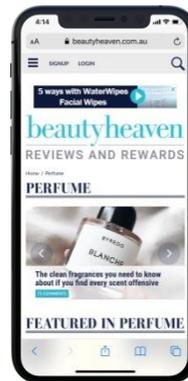
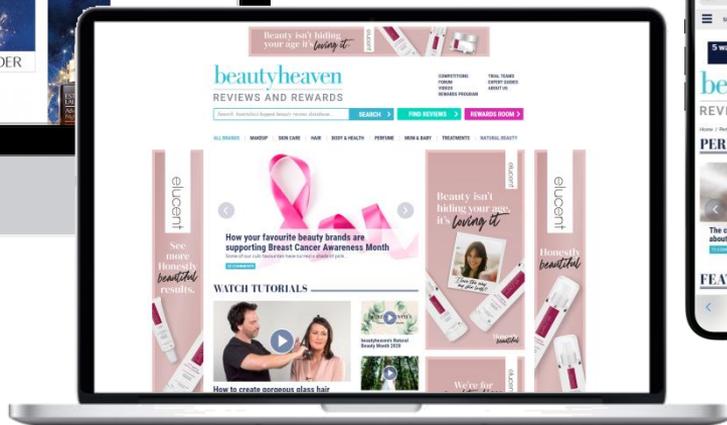
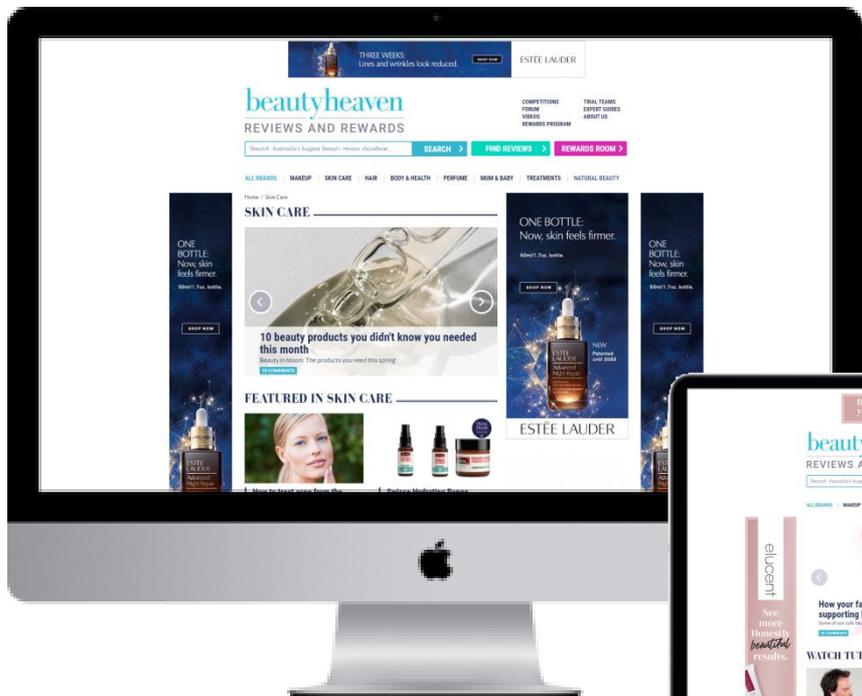
Social media campaigns provide a new platform for communicating with consumers outside of a standard website. beautyheaven has 30.3k instagram followers and 315k facebook fans, which provides some fantastic reach for brands.

## We have various social opportunities such as:

- ❖ Sponsored posts – flat lays or still images
- ❖ Stop motion video posts
- ❖ Instagram stories
- ❖ IGTV videos
- ❖ Social Competitions



# display packages



Display media is a great way to gain brand awareness. Brands have the opportunity to have their assets run across the site, on the homepage, or on a select silo, with a click through URL directing consumers to your brand's preferred website or beautyheaven listing.

# *bespoke events*

You can work with your Account Manager to put together a bespoke event on your brand needs and objectives.

- ❖ Tailored events specific to requested demographic
- ❖ Educational and interactive
- ❖ Opportunity to utilise beautyheaven HQ or can look into specific locations
- ❖ Mass marketplace style or more intimate opportunities
- ❖ Physical events or virtual events to ensure a COVID safe environment
- ❖ Video, native content, and review generation also available within package





## *note from the editor*

*“beautyheaven isn’t just a beauty website, it’s an incredibly engaged community of beauty lovers. They have a true passion for writing and reading reviews, influencing pre-shop research Australia-wide. No detail is too small for our dedicated members, who appreciate everything about a product from the packaging to the ingredients, the scent and who it’s best suited for, which is why no review is ever the same. It’s what makes beautyheaven the largest and most trusted beauty review platform.”*

*– Samantha McMeekin*



# contact



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