



HairBoutique.com

Multi-Platform Marketing Program

Powerful - Direct - Effective



# HairBoutique.com

## Marketing Program

{ HairBoutique.com represents one of the largest global convergences of female shoppers anywhere on the Internet. }

"In advertising, indeed, it would be a mistake to ignore this fast-growing segment of wealthy online individuals... the deep-pocketed female consumer."

-Business Week





With 9.6 million  
page views a month  
- HairBoutique.com  
even surpasses  
Oprah.com

**More women trust HairBoutique.com for their hair-care, accessory, style, and beauty needs than any other source on the web.**

We reach more women - more frequently, directly, and actively than any other female focused site on the Internet.

- [HairBoutique.com](#) is the largest, most viewed hair and beauty portal in existence, with the freshest content, thorough how tos, and the most recent up-to-date trends consumers crave.
- [Published/Broadcasted Interviews](#) - Karen Marie Shelton, founder and CEO of HairBoutique.com, with over 5,000 published articles is the most referenced, interviewed, and well-known hair-care expert in the industry.
- [Media Coverage](#) - frequently highlighted in national and global publications
- [House brands](#) - a favorite among consumers and industry authorities
- [Education series](#) - books and DVDs for both consumers and industry professionals
- [Postal catalogs](#) - delivered quarterly to tens of thousands of preferred customers
- [Postal packages](#) - thousands of out-going orders a day
- [Newsletters](#) - delivered weekly to preferred customer inboxes
- [Events](#) - monthly events in the DFW area - presenting and showcasing featured products.
- [Volunteer effort](#) and community participation - known in the DFW area for supporting local initiatives benefiting its residents, and participating in and sponsoring community functions.



"E-commerce transactions in 2008 are expected to reach \$258 Billion... with the average online shopper as the young female."

-Forrester  
Research

- Age: 27
- Income: \$63,000
- Has a college degree
- Loves to shop, eager to follow the latest trends
- Visits HairBoutique.com several times a day

### Young, trendy, experiential

An impressionable audience historically proven to invest in new products, services, and consumables without hesitation

### Increased spending and steady gift giving

With less financial responsibility than other age ranges and easy access to credit, a higher-incomed young adult yields a higher average purchase, more frequent spending, and increased gift buying for friends, family, and love interests.

### Smart, independent, and deserving

College graduates, proven to be more independent than non-graduates (NY Times), spend on purchases regardless of the opinions of others - limiting loss revenue to a change-of-mind. College graduates also spend more than non-graduates, which may be linked to their sense of overall life accomplishment and worthiness.

"Females are now spending more online than ever before, more than in malls."

-Intuit

# HairBoutique.com / Site Statistics



Marketplace



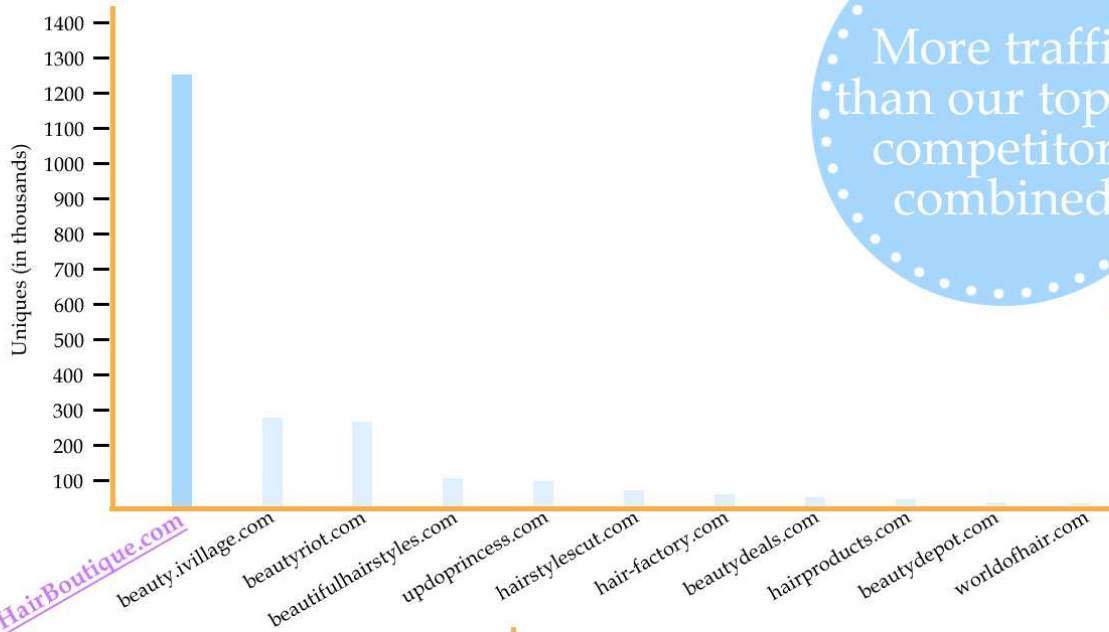
HairTalk™ Forum



Articles



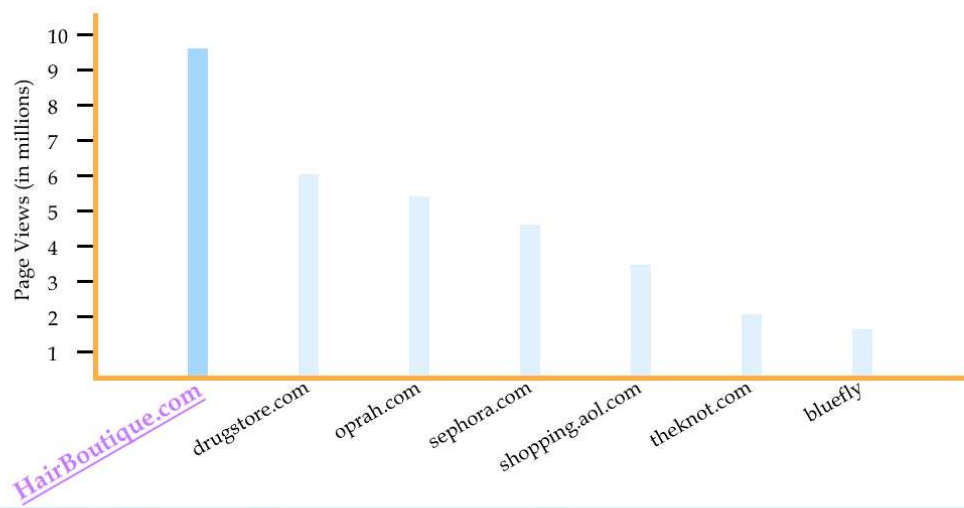
HairWizard™



More traffic than our top 10 competitors combined

More uniques than iVillage

More page views than Sephora



The largest hair and beauty site with the largest audience.

More than 9.6 million page views a month

## Marketplace

The only site to promote over 55 designers and unique product lines - successfully, effortlessly, and continuously drawing both men and women regardless of fashion/product preference, budget, or demographic.

## Articles

With over 2,500 online articles available to visitors, HairBoutique.com is the number one consumer resource for hair information, products, and accessories - resulting in unusually long visit times per user.

## Forum

The only mega-site with hundreds-of-thousands of frequent HairTalk™ forum members, with daily discussions of hot products, tips, and styles.

## HairWizard

Our unique interactive hair gallery, featuring Jessica Simpson's HairDo and Raquel Welch's HairUWear extensions among many other styles, allows users to virtually try on different looks in every style, color, and cut. A fun and addictive tool for millions of users a month!

## Gallery

With over 18,000 images, HairBoutique.com has become the go-to resource for celebrity-style watchers, hair aficionados, and trend-setters.

## Fun Zone

With free music downloads provided by Rhapsody and a plethora of games to choose from - our users not only stay on our site for most the day, but have become accustomed to shopping at our marketplace and reading through our articles while listening to their favorite tune!

## National Salon Directory

With our fingers on the pulse of America's salons, millions of users rely on our database to find and recommend for them the nearest location fitting their needs as well as meeting with our own high standards.

## Hair Encyclopedia

With thousands of terms, users regularly research hair treatments, condition, and diseases as well as the trendy hair-jargon of the moment.

## News

With up-to-date news, information, and press releases, millions of users get their daily industry headlines, fashion updates, and celeb commentary from our news portal.

## Blogs

Insightful how-tos, interesting facts, and comedic moments draw millions of users to our blog section, where they can read and comment on everything from business savvy to hair knowledge to dieting.

The screenshot displays the HairBoutique.com website layout. At the top, there's a 'Gallery' section with a grid of celebrity hair photos, each with a star rating and name (e.g., Roselyn Sanchez, Reese Witherspoon). Below this is a search bar and a 'Top 20 Tracks' list. The 'National Salon Directory' section lists salons like 'Weinast Salon' and 'Philip K Thomas Salon & Spa' with their addresses and phone numbers. The 'Hair Encyclopedia' section features a search bar and a definition for 'Power Blowdrying'. The 'News' section includes an article titled 'A Tribute To An Award Winning Hairdresser - Janet Esther Montgomery' and another titled 'Hair Layers - How To Grow Them Out'. The 'Blogs' section is partially visible at the bottom.



The most referenced, interviewed, and well-known hair-care expert in the industry.

Deemed an icon in the hair industry, Karen Marie Shelton's products, interviews, and knowledge continue to direct the trade's focus year after year.

-The Long Hair Loom



An up-do expert, Karen's how-tos as well as HairBoutique.com itself, is regularly highlighted and referenced among the prom and bridal industry's many sites.

Over 5,000 published articles



Shelton's information is so frequently shared among readers, her words and articles are easily and repeatedly found through-out Yahoo Answers, Google Answers, and FunAdvice.com



With Shelton's extensive knowledge, even pregnancy sites pass on her know-how to their many moms-to-be.



Thanks to Shelton's expertise, BBC News consistently ranks HairBoutique.com among webs Top 10.

#### TOP SITES FOR WOMEN AGE 18-34

- ♦ iVillage Parenting Network
- ♦ Huggies
- ♦ The Full Experience Company
- ♦ BBC Parenting
- ♦ Galaxy Radio
- ♦ **hairboutique.com**
- ♦ Foxtons
- ♦ La Senza
- ♦ FCUK
- ♦ Pregnancy-info.net

BBC NEWS



With frequent media coverage, women world-wide have turned their attention to HairBoutique.com

HairBoutique.com is regularly mentioned in the industry's most-read magazines, including Allure, Jane, Cosmopolitan, Cosmo Girl, Marie Claire, Seventeen, Lucky, Body + Soul, Shape, Redbook, Instyle, Glamour, and many more.

In any given month, HairBoutique.com is featured in up to 40 different main-stream media publications worldwide.

Frequently featured in wedding magazines, HairBoutique.com captures more brides-to-be than any other hair and beauty site.

Hand-selected by MySpace News, HairBoutique.com articles dominate the Hair & Style section of the news portal which caters to the site's 2 billion page views per month.







With several highly successful house brands, each growing by the day, HairBoutique.com continues to strategically corner every level of the female market while at the same time making its mark on the male sector.



HairTopia™



HB HairJewels



KAREN MARIETM  
Couture Collection



Lucy Collection

MICHAEL THORNTON

Men's Fashion



KAREN MARIETM



Curls



Color



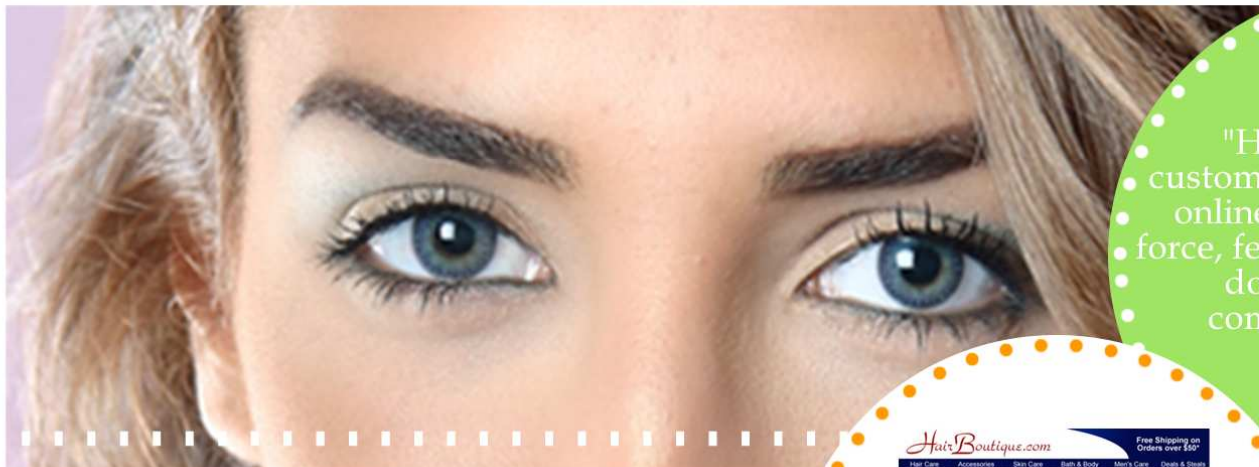
Updos



Hair Extensions

Written and available for both consumers and industry professionals, HairBoutique.com's Do-It-Yourself Educational Series is a hit among users with the next release in high demand.

The Do-it-Yourself trend has surpassed even the experts' predictions.  
-Lycos 50



"HairBoutique.com customers represent the online-world's driving force, females with high-dollar incomes and complete household decision making power!"

HairBoutique.com Free Shipping on Orders over \$50!

Transform your hair from ordinary to RED HOT this Valentine's. Order Now and Save 20% with coupon code: RH20



It used to be, black was the sleek and classy color of choice - but Valentine's REDS are in!

Time has an end and turn up the passion with business ladies and gorgeous accessories!

Amplify the passion of your evening with the strategic placement of your favorite red accessories - desired one thought of love, passion, and excitement!

Browse our featured pieces below or view our [www.hairboutique.com](http://www.hairboutique.com) of over 20 designers.

As if that wasn't enough to make even our most sophisticated-made piece - we also offer hair and body & skin care, as well as the most up to date hair to hair accessories.

With everything from French medical-grade body treatments to the signature hair products, you will find everything you need to be your most fabulous date. Here at HairBoutique.com!

Take advantage of our RED HOT special with coupon code RH20 - valid 2/14/10 available to our preferred customers.



## Newsletter

With weekly distributions and an ever-growing database, the HairBoutique.com newsletter continuously draws in new and repeat customers while highlighting featured products and services - resulting in a constant stream of revenue.



## Postal Catalog

With quarterly distributions to our more preferred customers, HairBoutique.com highlights our higher-end designers and products - capturing the spending dollars of the upper echelon of young women and female professionals, with large frequent purchases and equally as large spending habits.

## Packages

With thousands of packages leaving, HairBoutique.com capitalizes on customer anticipation by including special offers and advertisements in their parcel. Merging the excitement and eagerness of the recipient with the campaign details, yields high promotion results and continued soending.





## Events

Once a month, HairBoutique.com opens the door to thousands of women with a variety of events, activities, and promotions. Benefiting from this captive audience, of sorts, featured products and services are debuted, showcased, and promoted - resulting in quick, effective, and concentrated market penetration.

- Seminars
- Work-Shops
- How-To-Sessions



- Product Releases
- Promotions



**GIRL SCOUTS**

## Community Participation

HairBoutique.com realizes the importance of community participation and not only takes every opportunity to assist but also encourages our employees to take part as well. HairBoutique.com or an HB employee has actively sponsored such groups as the Boy Scouts, Girl Scouts, Special Olympics, Genesis Women's Shelter, Buckner's Children's Home, the SPCA, and The Susan G. Comen Breast Cancer Foundation.



**Special Olympics**





# HairBoutique.com

The most read, most influential,  
and most trusted site in the industry  
for over 10 years.

Access the largest convergence of  
female shoppers anywhere on the Internet...

Connect now with:

**Banners**

**Emails**

**Sponsorships**

**Featurettes**

**Editor's Choice**

**Catalogs**

**Inserts**

**Parcels**

**Live Events**

**And More!**

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