

**DR.
BOTANICALS**

allure
BEAUTY BOX

BRAND WRAP REPORT

MARCH 2020

Allure Beauty Box By The Numbers

Campaign Snapshot for Dr. Botanicals

36%

of members opened our
Content Newsletter

29%

of members opened our
Shopping Newsletter



16+M

bonus impressions
earned

72%

are likely to buy your
full-sized product

86%

are likely to recommend
your product to a friend

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1

Building Brand Awareness + Credibility



Print Advertisement



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SPRING BEAUTY IN BLOOM

Our editor favorites

Rodial Glamolash Mascara XXL (full size)

Urban Decay 24/7 Glide-on Eye Pencil

Mamonde Red Energy Recovery Serum

Rituals The Ritual of Ayurveda Shower Foam

Dr. Botanicals Lemon Superfood All-in-One Rescue Butter (full size)

Floss My New Favourite Gloss in LAX (full size)

Lapcos Hyaluronic Moisturizing Mask

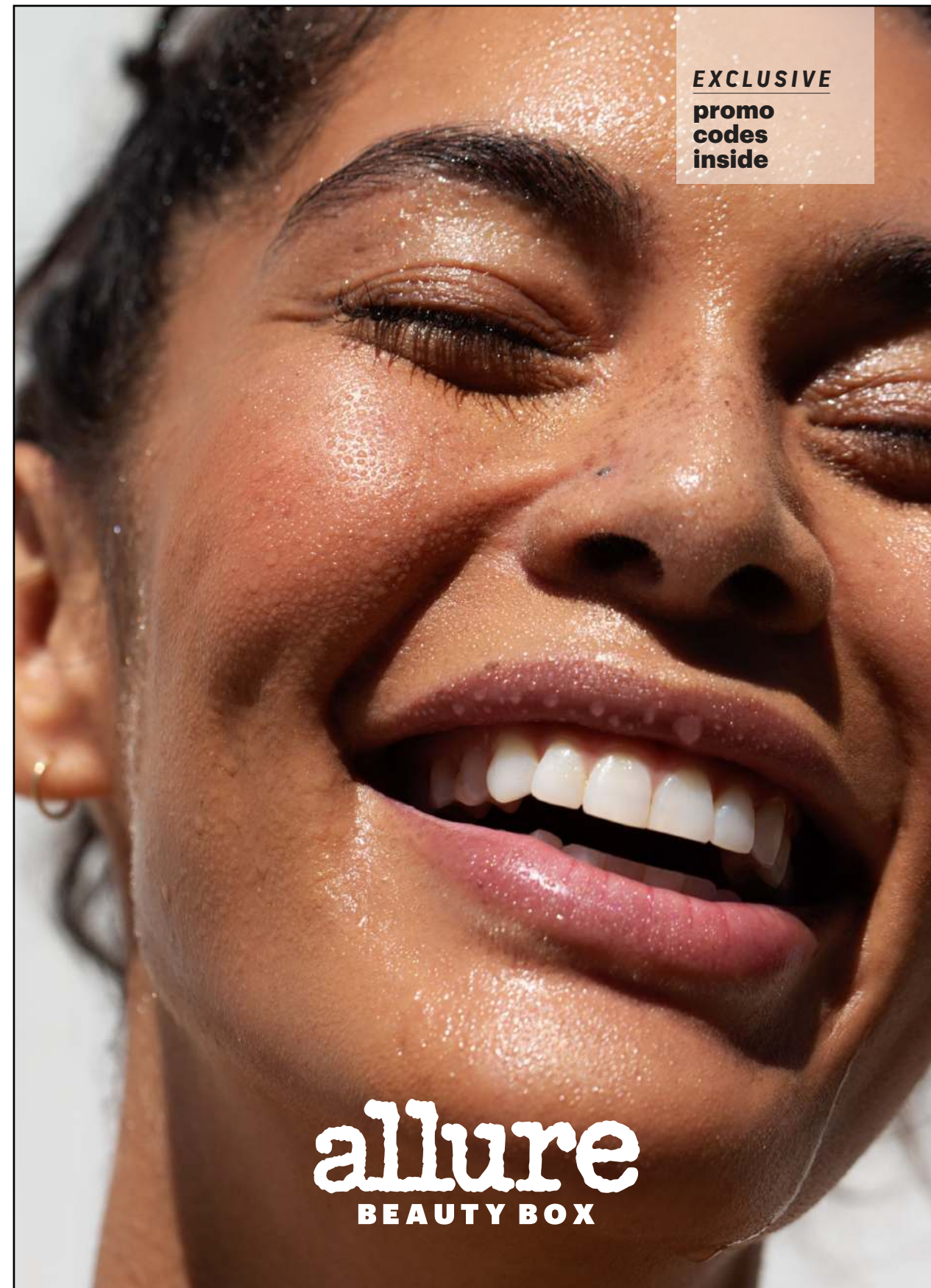
A \$109 VALUE*
FOR ONLY \$15

ALLURE.COM/BOX

Your box contains one of three Mamonde products: Red Energy Recovery Serum, Rose Water Toner or Petal Spa Oil to Foam Cleanser; Floss My New Favourite Gloss in LAX or YUL (both full size); Rodial Glamolash Mascara XXL (full size); Dr. Botanicals Lemon Superfood All-in-One Rescue Butter or Lué by Jean Seo Cleansing Powder (both full size); Lapcos Hyaluronic Moisturizing or Ceramide Sheet Mask; Rituals The Ritual of Ayurveda Shower Foam or Urban Decay 24/7 Glide-on Eye Pencil. *Includes retail value of new member gift.

Full page print ad in Allure's March Issue

Allure Mini Magazine



INSIDE THE BOX

spring **vibes**

Spring cleaning is a concept I don't believe in. Out with the old, in with the new? How about we just scooch over the old favorites to make room for even more greatness? This month, *Allure* has curated a box that will help you transition into the new season, including a volumizing mascara that layers better than your go-to spring sweater, a lip gloss that has just the right amount of sheen and no stickiness, and a couple of K-beauty skin-care favorites. So the next time someone suggests you get organized, remind them that every beauty product you own brings you incomparable joy.



Jessica
Jessica Cruel,
features director

WANT MORE TIPS, TRICKS, AND SPECIAL OFFERS?
CONFIRM YOUR EMAIL NOW.
allure.com/SpecialOffers

FRONT COVER: ANGELA MARKLEW/ THE LICENSING PROJECT

[SKIN]

DR. BOTANICALS LEMON SUPERFOOD ALL-IN-ONE RESCUE BUTTER

Some ointments are so gelatinous that you can barely spread them across the skin, but this one is creamy—and pastel yellow! (And the light citrus scent really makes it feel like a treat, not a treatment.) I use it all over: face, hands, elbows, knees, and cracked heels. The blend of coconut oil, lemongrass oil, and antioxidants keeps my skin from drying out and makes this one of the few items that travels from purse to purse (along with my keys, wallet, and headphones). I can't be without it for one minute. —J.C.

Price: \$14.90
Where to buy it: Drbotanicals.com
Promo code: Enter ALLURE20 at checkout to receive 20 percent off full-priced items (valid March 1, 2020, through April 30, 2020).



[MAKEUP]

FLOSS MY NEW FAVOURITE GLOSS IN LAX

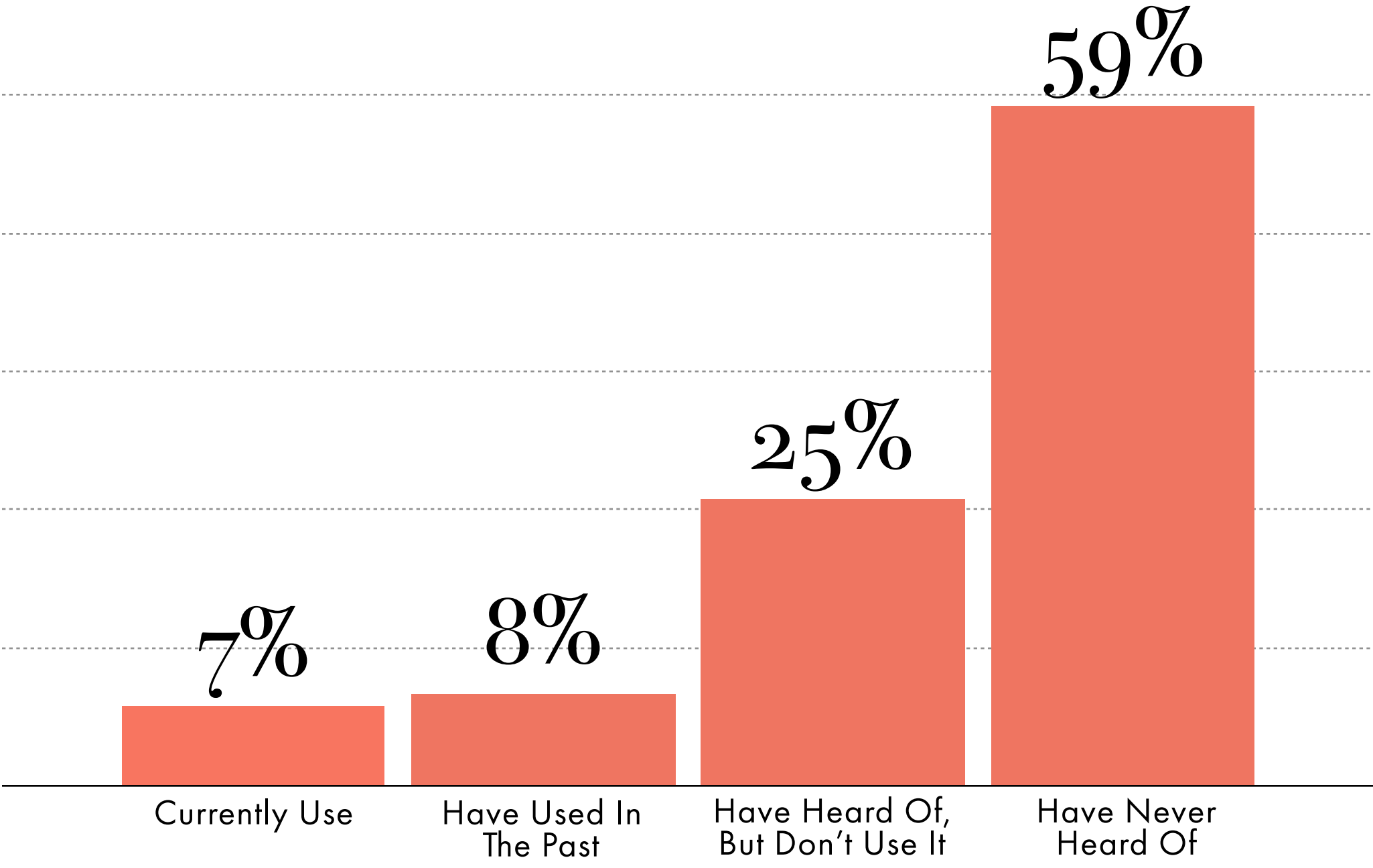
Because lip gloss was everything when I was a kid, wearing it now sometimes makes me feel like a preteen. But unlike the gooey glosses of my youth, this formula feels like a hybrid of a creamy lipstick and a hydrating lip mask. A few swipes of the LAX shade deliver a peachy-pink hue with just a hint of shine. I grab it when I need a nude look with a retro feel (think Twiggy meets Bond Girl). But the true genius of this gloss might just be the squishy tube that enables you to use every last drop.

—NICOLA DALL'ASEN, DIGITAL STAFF WRITER
Price: \$16
Where to buy it: Flossitup.com
Promo code: Enter ALLURE20 at checkout to receive 15 percent off your order (valid March 1, 2020, through May 31, 2020).

#ALLUREBEAUTYBOX

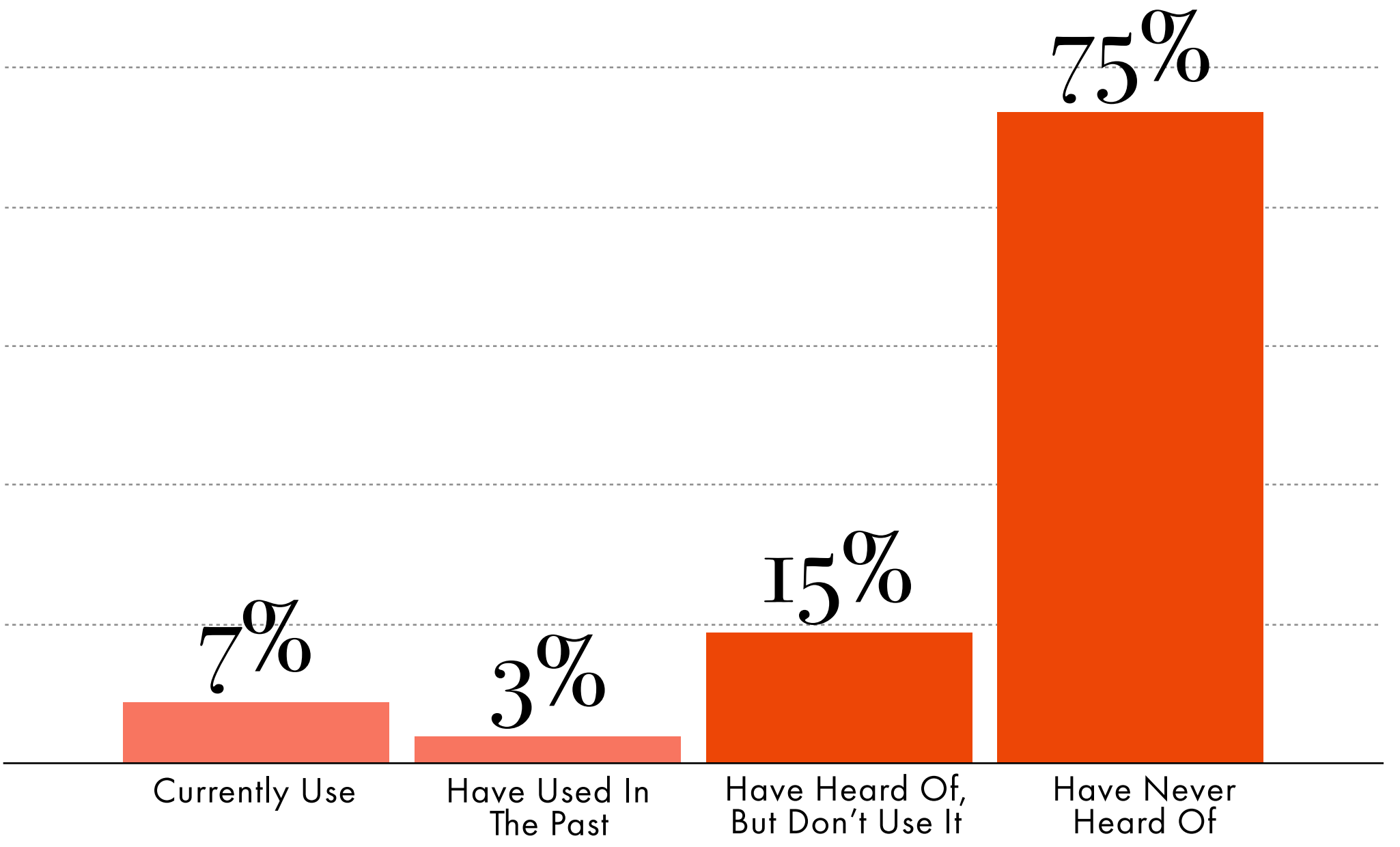
We introduced **90%** of Allure Beauty Box members to Dr. Botanicals Lemon Superfood All-in-One Rescue Butter

BRAND FAMILIARITY



How familiar were you with this brand prior to receiving it in the March box?

PRODUCT FAMILIARITY



How familiar were you with this product prior to receiving it in the March box?

* Bottom 2 Box - Product Familiarity

2

Social Buzz



Earned Media



Branded Listicle: The March 2020 Beauty Box

March Unboxing Video: Allure Editor

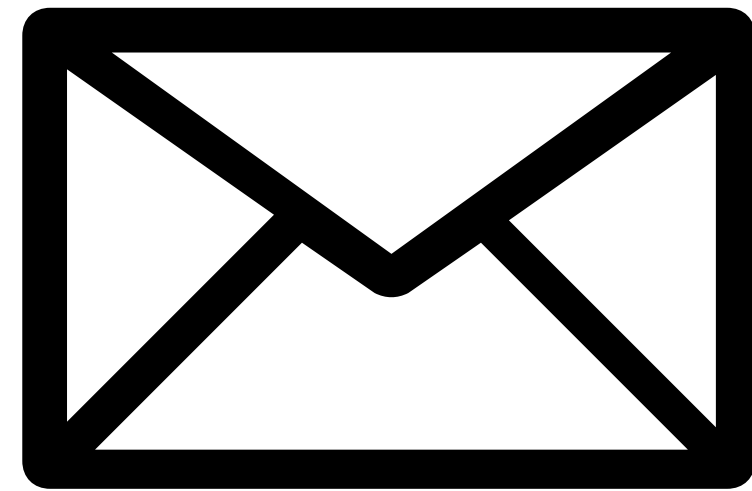


ABB Newsletter: First Look

ABB Newsletter: Tips-Driven

ABB Newsletter: Shopping

Allure.com Newsletter: Inside The Box

Allure.com Newsletter: Tips-Driven



Instagram Story @Allure: Unboxing

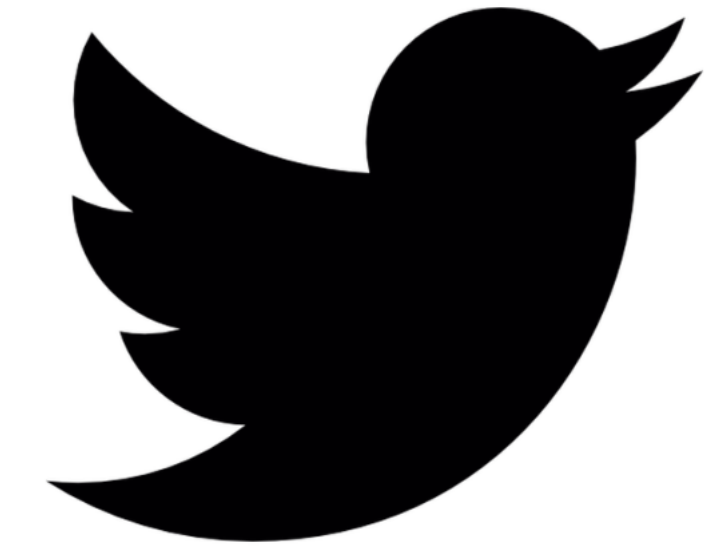
Instagram Story @Allure: Last Chance Unboxing



Facebook Post: March Box Announcement

Dedicated Facebook Post*: Dr. Botanicals Rescue Butter

Facebook Post: Last Chance!



Twitter Post: March Box Announcement

Dedicated Twitter Post*: Dr. Botanicals Rescue Butter

Twitter Post: Last Chance!

*Denotes Dr. Botanicals Rescue Butter dedicated post

Organic Social Via Influencer Seeding

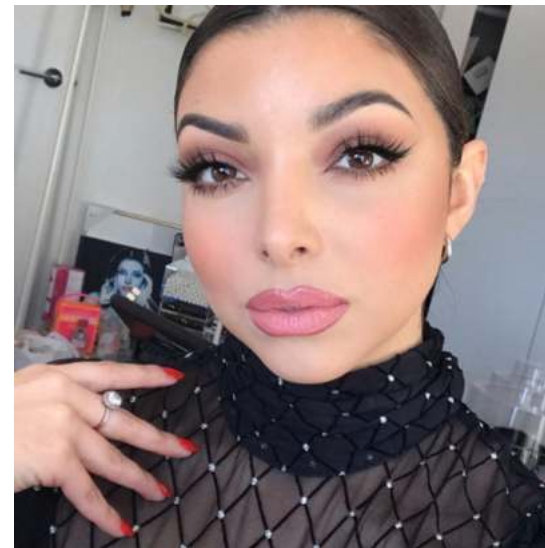
Promotional influencer posts included:



@sherrymaldonado



@victorialyn



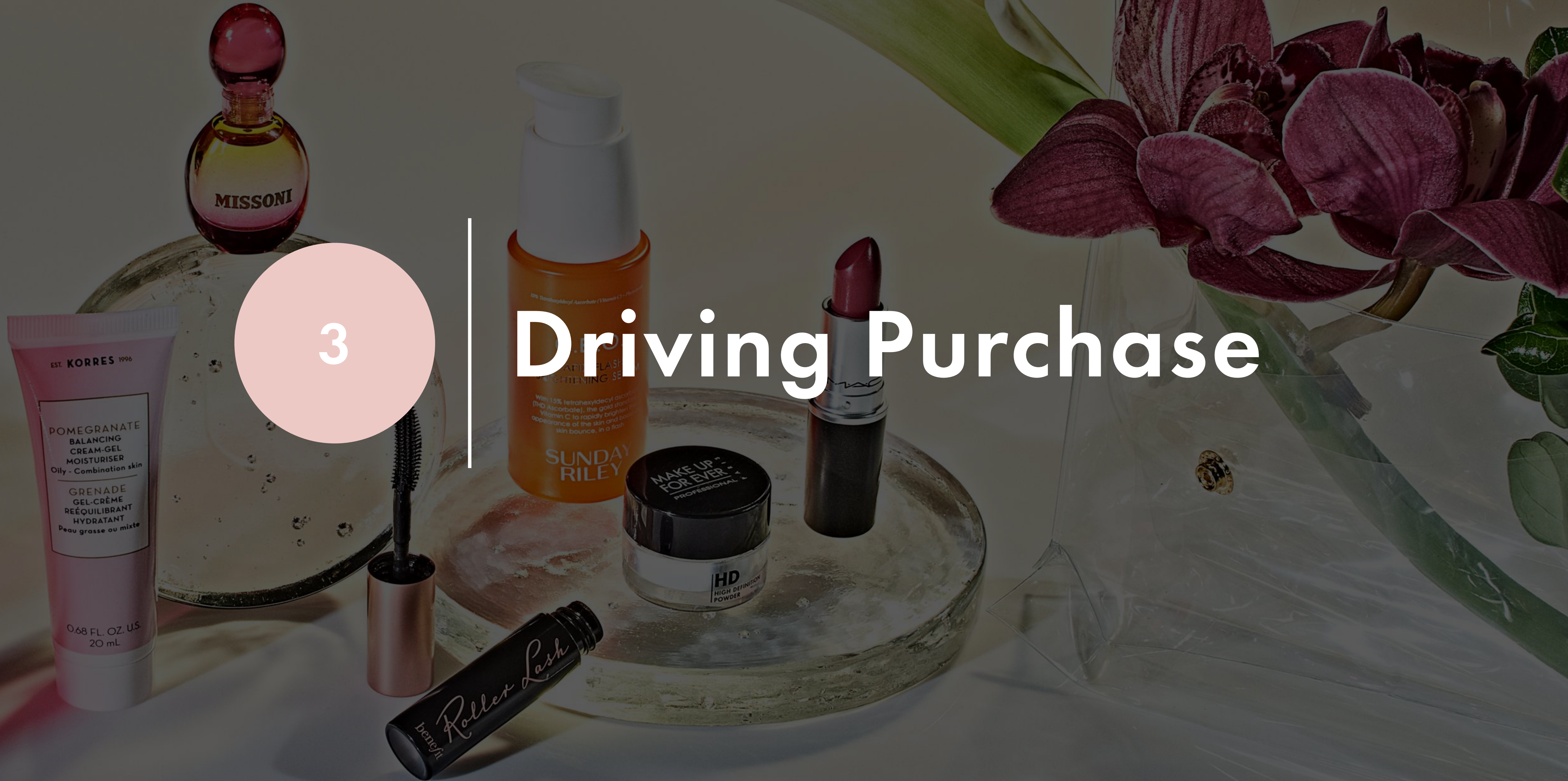
@kamilabravo

dupethat	1.3M	madelynn_skye	174K
sherrymaldonado	1.0M	linabugz	142K
victorialyn*	615K	laineymariebeauty	134K
kamilabravo	486K	ruthiebarone	131K
glambymeli	298K	modlychic	121K
sukhimann_	263K	avanifashionbeautydecor	107K
mikzazon	249K	ingridaraly	88.5K
lovemascara	230K	alicexlockhart	58.9K
annarussett	201K	ohuprettythings	58.9K
		brownsugarglam	36.8K
		kendallalfred	24.1K

*Posted More Than Once

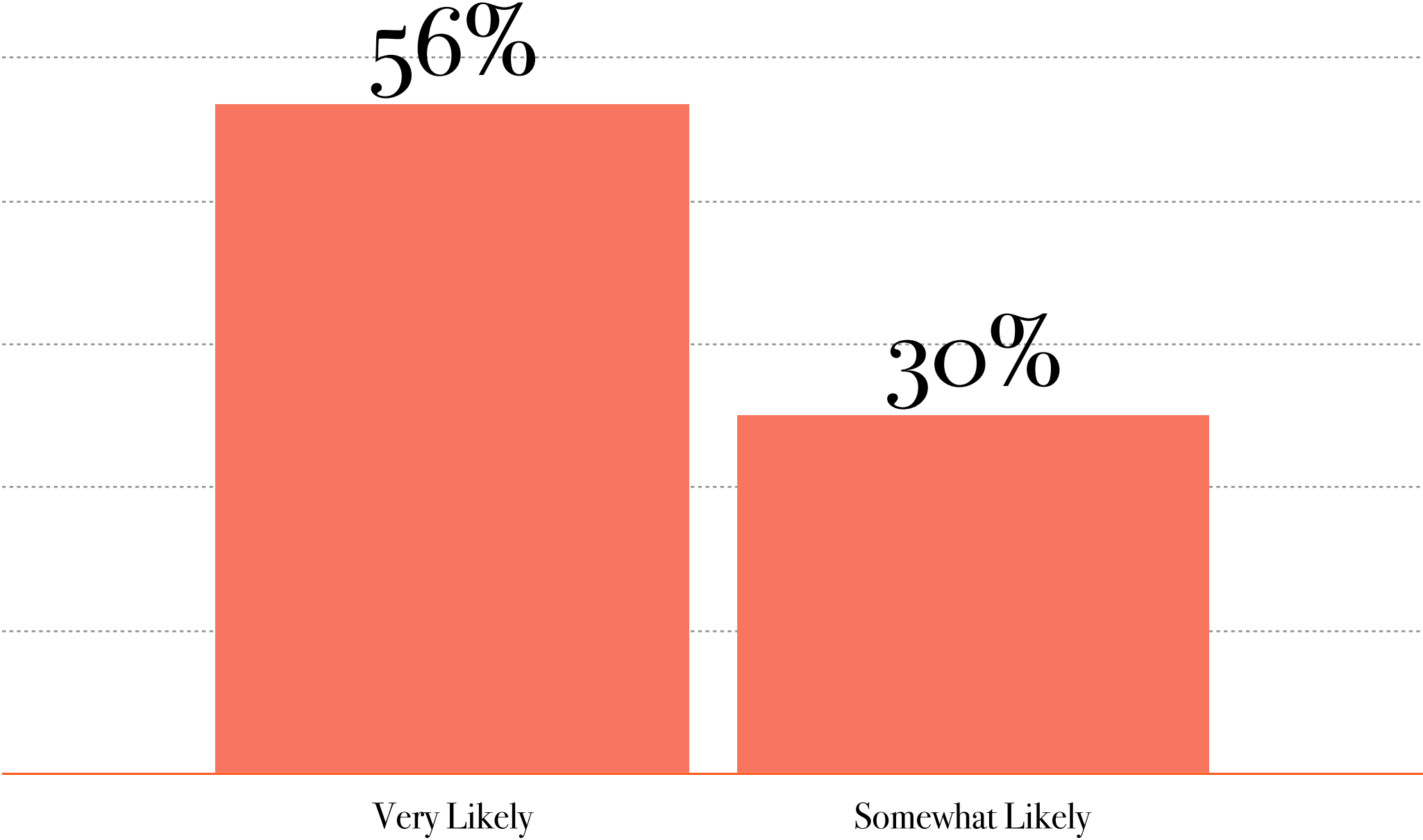
3

Driving Purchase



86% would recommend to a friend

RECOMMEND INTENT



How likely would you be to recommend Dr. Botanicals Lemon Superfood all-in-one Rescue Butter to a friend?

"I really enjoyed this rescue butter, the texture and the scent were both on point. I recommended it to my friends!"

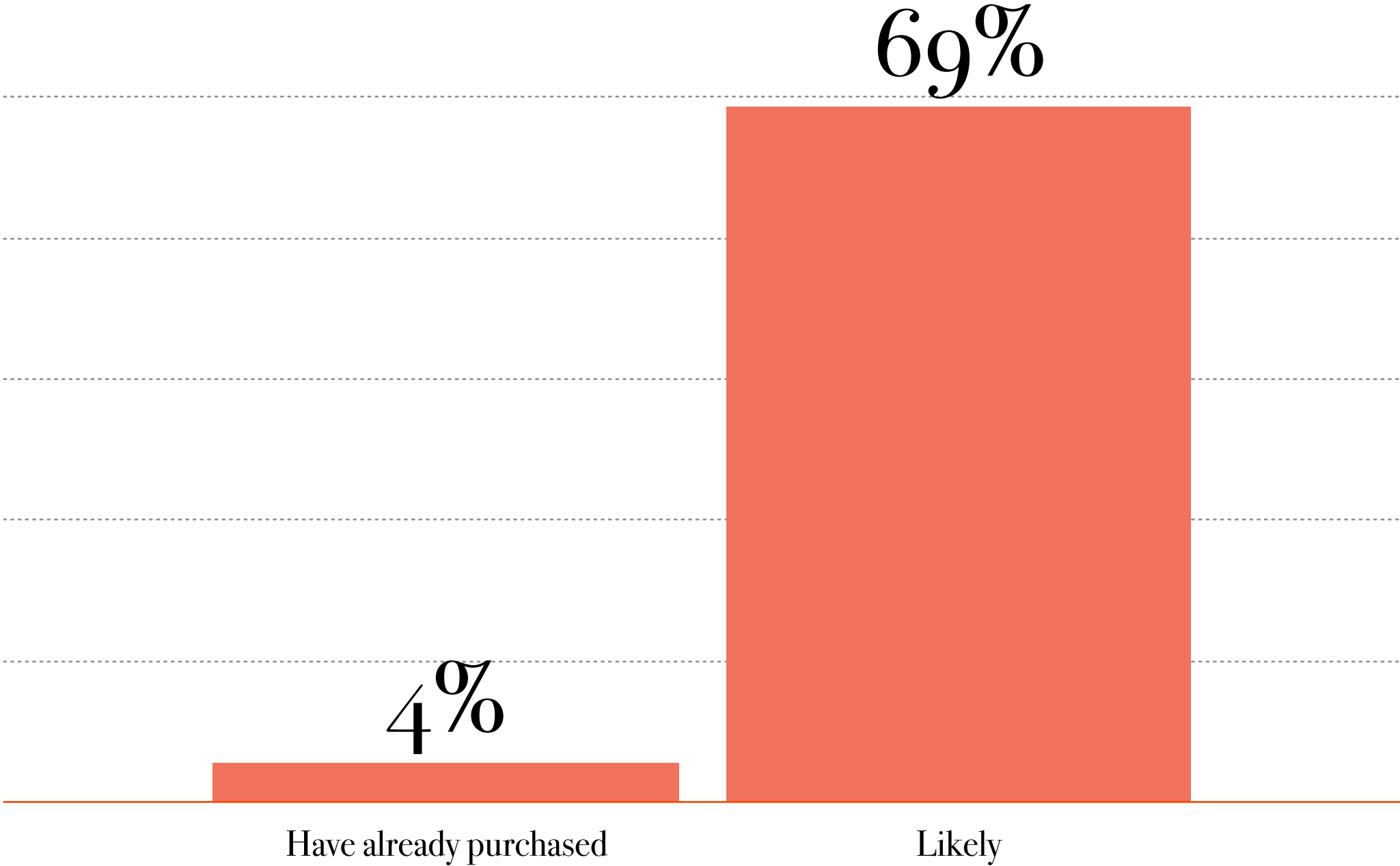
"Since coronavirus has us washing our hands so vigorously, this butter is so soothing and smells so nice!"

72% of Allure Beauty Box members are likely to take action

"I am a RN. My hands have taken a beating these past few months. The Rescue Butter has a great feel and wonderful smell for the day."

"I love the rescue butter. It really does help with dry or cracked skin, it's not greasy, and it smells wonderful. I will be buying another tube when I am done with the sample."

PURCHASE INTENT



How likely are you to purchase Dr. Botanicals Lemon Superfood all-in-one Rescue Butter?

Earned Email Promotion

Shopping Email Inclusion

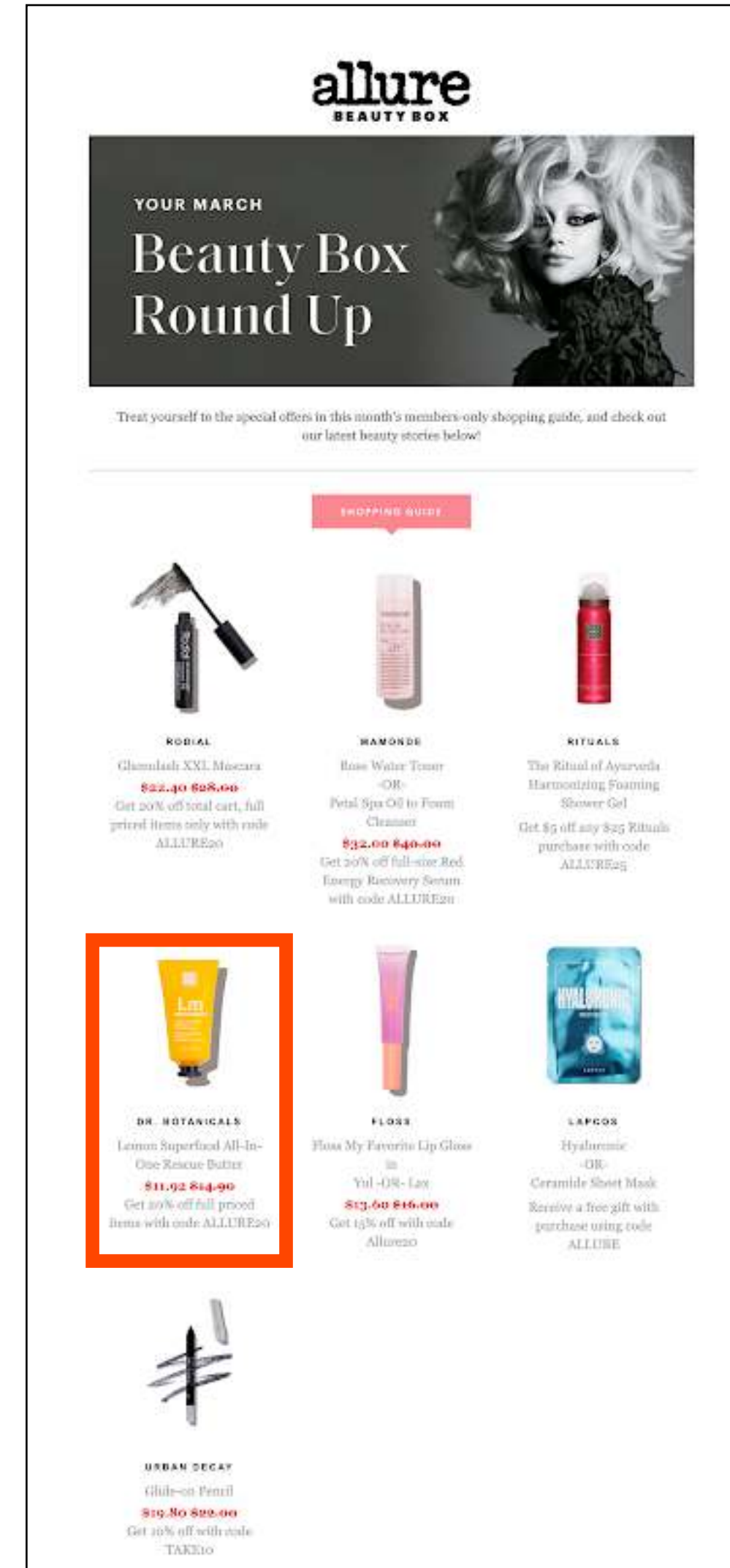
Open Rate: **29%**

Industry Benchmark: **15%**



Click Through Rate: **10%**

Industry Benchmark: **2%**



Commentary

"I loved the smell, the absorption, and the packaging itself. During this time of intensive hand washing it was great to have a new lotion to revive my over-dry hands."

"I really enjoyed the Dr. Botanicals lotion. It helped with my cracked winter skin overnight."

"The best lotion I've tried for my dry skin."

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