

HIGH-END BEAUTY SAMPLES BY CURATED SUBSCRIPTION



Cosmetics [tryvertising](#) is nothing new to regular Springwise readers, given the many efforts we've already featured so far. But whereas ventures like [Latest in Beauty](#) have tended to focus primarily on gathering feedback for manufacturers, [Birchbox](#) uses curation to help consumers navigate an industry filled with too much choice. For USD 10 per month or USD 110 per year, Brooklyn-based Birchbox sends subscribers an attractive pink box filled with four to five hand-picked luxe beauty samples each month. Monthly subscribers are also given points each month, while those with a yearly subscription are granted 100 points upfront. When subscribers find a sample they like, they can purchase a full-sized version on the Birchbox site, with a discount of USD 10 for every 100 Birchbox points they've earned. Additional points are awarded for referring friends and buying products. Continuing the emphasis on curation, meanwhile, Birchbox also offers a variety of expert tips, tricks and video tutorials on its site, which carries only high-end brands chosen by its own make-up artists. Brands currently available on the site include Korres, Kiehl's, Marc Jacobs and NARS. There's no end in sight to consumers' love for trying before buying, but the addition of curation could add considerable value for those overwhelmed by choice. Where else could buyers benefit from a little selective sampling...? (Related: [Tryvertising in a tube — Digital mirrors let customers try on cosmetics without applying](#) — [A tryvertising store for São Paulo](#) — [Beauty retailer finds a niche in 3 fluid ounces](#) — [Luxury women's panties by curated subscription](#).) Spotted by: [Brittany Bohnet](#)

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