Tween Box
Mackenzie Dunn & Robyn Lambert
Birchbox is an online monthly subscription service that sends its subscribers a box of four to five selected samples of makeup, or other beauty related products.
American families assume personal care products are regulated and the chemicals are tested, but they are not.
Only 200 out of 80,000 chemicals have been tested by the FDA.

Some of these chemicals have been found to cause cancer and reproductive health problems.
You already sell cosmetics that are **organic, clean and free of harsh chemicals**, what are you using that for?

**Chemicals will be regulated** eliminating harsh chemicals that countries outside of the USA have already eliminated.
Customers will be moving to clean living, why not do it now? Birchbox needs to expand products and customer base.
How do you make this shift? We recommend that you target **mothers** and their **daughters**.
Daughter

- Pivotal moment when they start wanting to wearing make-up
- Ages 8 - 13
- Influenced by media, their peers, and their mothers
Mother

- Have to decide how to introduce cosmetics into their daughters lives
- Look to blogs and advice columns
- Set limits and teach their daughters how to use makeup correctly.
We want Birchbox to develop a monthly kit that is targeted at girls ages 8-13 and their mothers. This kit includes tips that help girls discover make-up in a safe and fun way with chemical free makeup provided by Birchbox.
Look to their mothers for advice and products.

The daughters make-up decisions affect their mothers to think differently.
Advice girls receive from their mothers stays with them their entire life.

Affects brand and buying decisions.
Assurance products are good quality and age appropriate

Reliable Service

Teaches good practices for their growing daughters
Trying good, trendy, and new products
Learning fun experimenting
Learning how to use makeup properly
User Experience
1. Onboarding
Onboarding

Mother decides daughter should wear makeup

Daughter wants to wear makeup

They hear about Birchbox

They go to Birchbox.com

Mother builds profile for her daughter
Many mothers turn to blogs when faced with parenting questions.

We want to use blog influencers to spread the word about Birchbox.
When young women start to wear make up many turn to **youtube makeup stars** for instruction.

We want to leverage this and use these youtube celebrities as a way to get word out to young women.
2. Selection
The Suggested Box

**Instruction Sheet**
- How to use product
- Ingredients
- Future tips

**Cosmetics**
- Personalized
- Age appropriate
- Hair/skin type

BIRCHBOX
Moms want control over what their daughters are exposed to. After a mother selects a box she is able to customize it to what she thinks is appropriate for her daughter.
Do-It-Yourself Product Line

- Teaches girls what goes into their makeup
- Mother daughter bonding
- Cheap production
- Adding an edge to Birchbox
Birchbox Product Line

- Gives Birchbox an opportunity to develop a Birchbox product line
- Building a customer base through young women
- Develop loyal customers from a young age
3. Delivery
Get box in mail

Order a new box

Order the products

Mother and Daughter use products together

Order the products
Box arrives at family house

Mom shows daughter box

Goes through contents of box

Mom and daughter learn about products

Daughter uses cosmetics independently

Next box arrives month later
Birchbox would need to sell clean products, develop a DIY kit for education and endorse the new product appropriate for target customers.
The Benefits

- New market share with tweens and mothers
- Influence mothers and daughters
- Make life long customers
- A positive change in the industry
We propose Birchbox to make a product line, DIY kit and special box for teenage girls and their mothers to learn and use safe cosmetics to stay trendy, expand customer base, and promote good health for the future of the cosmetic industry and Birchbox as a growing business.
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Thanks. Questions?
GRAVE YARD
Advice girls receive from their mothers stays with them their entire life.

- Affects brand and buying decisions.
- The daughters make-up decisions affect their mothers
Future Signals

People will start to be aware of the products that them and their families are using.
Thanks. Questions?
Onboarding
Mother thinks it is time for daughter to start wearing makeup

OR
Daughter wants to start wearing makeup

Hear about Birchbox:
- Facebook
- Youtube
- Parenting blogs
- Word of mouth

Mother orders Birchbox:
Builds Profile for Daughter:
- age
- interests
- hair/skin type
- allergies/sensitivity

The experience
Order new box
Get Box in the mail
Order products
Mom and daughter use products

The Product
Customizable
Suggest a Box:
- Toxic free products
- Ingredients
- Use/ purpose
- Important tips
- Sample Size
The Threats

**Competitors** | Sephora, Makeup Counters, Amazon

**System changing** | You need to work with what your customers want. Mom’s everywhere are concerned about their children’s health and wellbeing, an instinct you don’t need to introduce, just embrace.

**Staying ahead of the market** | New products are necessary for you to stay ahead of your competitors. You have already made great progress to assure that your product is better than any of the “copy cats”. Making your own product may be the way to do it.
An innovation lab, similar to our idea, aims to work ahead of the market to make the best customer experience. This new idea can help launch BirchBox further from the competition earning you more sellers of high quality products, customers and attain what makes BirchBox, BirchBox.
Cosmetics are Ubiquitous

On average, women use 12 personal care products a day, exposing themselves to 168 **chemical ingredients**. Men use on average 6, exposing themselves to 85 **unique chemicals** daily.
Why is this bad?

American families assume personal care products are regulated and **the chemicals are tested, but they are not**. Unfortunately, the personal care products industry remains largely unregulated. Only 200 out of 80,000 chemicals have been tested by the FDA. Some of these chemicals have been found to **cause cancer and affect reproductive health problems**.
Future Signals

The future is here, just not evenly distributed

People are starting to care about the products they are using. They use something for a long time and get to know a product, but when we find out that there is something wrong to what we use that may affect us or even worse, the ones we love, we make the change.