

The Healthy B♥dy Kit[®]

Small Steps to a Healthier Lifestyle





More than just a subscription box! The Healthy Body Kit is a lifestyle, designed for women with an interest in Fitness, Health and Wellbeing.

Each month our subscribers will pay a monthly fee to receive a curated edit of health related products to trial in the comfort of their own home.

In addition to The Healthy Body Kit, members also have access to 'A Healthier You' found on our website which provides fitness plans, healthy recipes and discounts on the healthy products. A health blog section can also be found on our website, offering information on Fitness, Health and Wellbeing, Nutrition and Natural Beauty.

Our target audience is women between the ages of 18-45 years old. Women who take an interest in their health and are keen to explore new brands as well as existing brands they may have previously not tried

The Healthy Body Kit ethos is 'Small steps to a healthier lifestyle' and it is our mission to help women make these small changes to their daily lives by replacing some of the products they frequently use with healthy alternatives.

This could be something such as:

- ♥ Changing their fitness routine and complimenting it with a protein shake to help with muscle development and toning
- ♥ Introducing some yoga into their weekly workouts to help relieve stress
- ♥ Adding in wheatgrass powder to their usually morning smoothie
- ♥ Switching their sugary snack bars to a healthier natural food bar
- ♥ Switching their usual moisturiser to a natural organic cream free from parabens and other chemicals

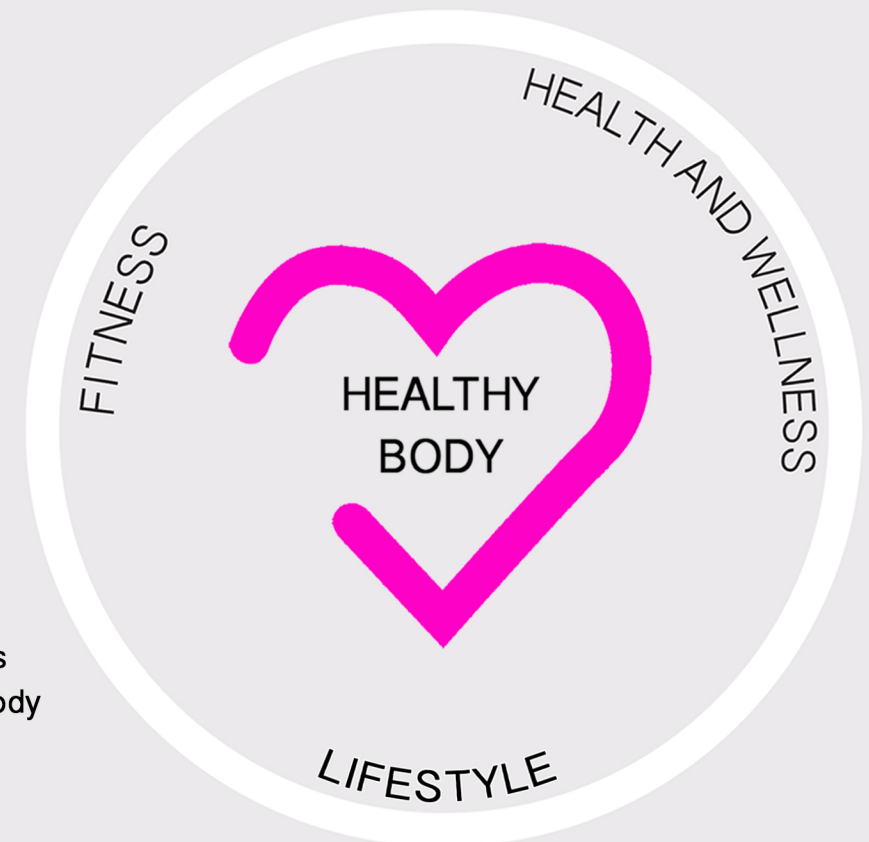


We carefully select which brands we work with to ensure that we only offer the best quality products to our subscribers. We do not simply fill a box with as many products as possible and send it out with no consideration for the content. Each month we promote a theme and design our Healthy Body Kits around this to ensure that products complement each other. This theme also runs through to our website where we will run blogs which support the products in our kit.

Examples of past, present and future themes:

- ♡ Wellness
- ♡ Fitness February
- ♡ Treat Yourself
- ♡ Love Your Body
- ♡ Rejuvenate

Our subscribers are supported by an informative website delivering health, fitness and nutritional advice. They are also incentivised to visit our website to fully understand the products in their monthly box and leave feedback once they have tried these products. We provide a fantastic opportunity for our subscribers to win additional products via monthly competitions, and redeem free Healthy Body Kits in future months; all aimed to increase product feedback.





How Can The Healthy Body Kit Help Your Business?

Our commitment is to deliver an agreed number of Healthy Body Kits containing between 5-7 quality products to our subscribers every month. In addition we also work with a variety of health bloggers and fitness establishments organising and supporting events. All of our activities are designed to increase the exposure of the brands we work with.

Healthy Body Kit subscribers are incentivised to leave feedback on each product they receive. By doing so they will earn progress points which they can redeem for free kits. They also have the opportunity to win monthly prizes for feedback.

This allows us to capture tangible feedback on products which we will collect into a promotional report and supply to brands following their promotion. This feedback and star ratings can then be used for future marketing and promotions.



With a lot of traditional sampling services, there is no opportunity to obtain tangible customer feedback that can be tracked and measured. The Healthy Body Kit will bridge the disconnection between product sampling and feedback, allowing brands to obtain measurable results through market research assessment.

- ♡ Products will feature on our website home page for 1 month during their promotion
- ♡ After the promotion has finished each product will feature with feedback in 'previous kits'
- ♡ Each product page will contain full product information, picture, website link and star rating based on member feedback
- ♡ Products will be promoted in at least one newsletter within a Healthy Body Kit promotion
- ♡ Brands have the opportunity to offer a discount code to Healthy Body Kit members on our Discount Page
- ♡ Brands will feature across all social media platforms throughout the promotion
- ♡ Brands will be promoted via various bloggers across Instagram and Twitter to increase exposure
- ♡ Each brand will receive a promotional report after they feature in The Healthy Body Kit outlining their promotion, blogger activity, social media activity, a selection of feedback from members and an average star rating.



How Will The Healthy Body Kit Reach Your Target Audience?

There will be a continual and ongoing campaign, based upon the following:

- ♡ Media campaigns
- ♡ Social Media
- ♡ Newsletters to existing database of subscribers and females who have expressed an interest through our website
- ♡ Targeted promotional activities in a range of Gym's and Health Clubs across the country
- ♡ Healthy Body Brunches will start from April 2016; a 3hr workshop of yoga, brunch and healthy discussions
- ♡ Ambassador programmes for personal trainers and bloggers
- ♡ Health and fitness related exhibitions



Promoting your brand through The Healthy Body Kit

We believe that we can provide a very cost effective marketing solution for new and existing brands wishing to target females with an interest in fitness, health and wellbeing. In return for supplying the agreed number of samples, suppliers will receive a guarantee that we will deliver these within The Healthy Body Kit and provide tangible consumer feedback for your brand. The only investment is the cost of the samples!

Additional Promotional Activities

We understand that new start-up companies may not be able to supply larger quantities of free samples. Therefore we offer additional opportunities to work with The Healthy Body Kit. You can choose to:

- ♡ Supply a discount code for your products – featured on our members only page
- ♡ Supply an article for one of our blog pages
- ♡ Supply smaller quantities of free samples for one of our events (between 30-500 samples)
- ♡ Provide a workshop at one of our events
- ♡ Take part in collaborative working through advertising / mutual deals



LEAN
GREENS
Food
Supplement

Brands we are working with

LOVE YOUR
BLENDER
BLEND DELIGHT INTO YOUR LIFE

LOMAX
BESPOKE FITNESS
NUTRITION & WELLBEING

jst
Jodie

ARK
AGE AWARE SKINCARE

HIGH5
SPORTS NUTRITION

Sibberi

PROLIFE
DISTRIBUTION

THE CHIA CO.

rejuvenation
WATER

URBAN
FRUIT
just fruit. gently baked

TanOrganic

AURELIA
PROBIOTIC SKINCARE

BUFF
DANCE

jools

TABITHA JAMES KRAAN

GREEN PEOPLE
Organic Lifestyle

FITNESSBUDDY
Motivate • Transform • Succeed

TERRE
VERDI
Embrace the Planet
Embrace Yourself

TheKonjacSpongeCo

NETWORK

She

URBANMASSAGE

OptiBac[®]
probiotics
optimise your friendly bacteria

Elite

Designed2Eat

BetterYou[™]
just as nature intended

HEALTHBOX KITCHEN



Interested?

If you are interested in featuring your brand in The Healthy Body Kit we recommend that you express your interest by emailing us at:

♡ Info@thehealthybodykit.co.uk ♡

Once we have agreed the details of your campaign we will then send over our Terms and Conditions for you to sign and return. This ensures that we will deliver our promotional campaign to you as described and also ensures that we receive the agreed number of samples in good condition and in due time.

There is no ongoing commitment to use our services. However, we are sure that you will see the benefit of The Healthy Body Kit and consider us for any future market research, as well as product launches.

TheHealthyB♡dyKit.co.uk