



## HENRY LAUDER MEDIA KIT

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### ABOUT HENRY LAUDER

#### REDEFINING BEAUTY & LUXURY

Henry Lauder is a premium lifestyle brand dedicated to crafting **high-quality luxury fragrances, skincare, body care, and home ambiance products**. Our mission is to create **indulgent, sophisticated experiences** that blend elegance with self-care. Each product is carefully formulated using **premium ingredients** to deliver a refined, long-lasting impression.

#### Our Core Values:

- ✓ **Luxury & Quality** – Premium ingredients for an unparalleled sensory experience.
  - ✓ **Timeless Sophistication** – Classic, refined, and modern elegance.
  - ✓ **Crafted for the Discerning** – Designed for those who appreciate quality and exclusivity.
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### OUR PRODUCTS

#### Luxury Fragrances

- **Eau De Parfum Collection** – Rich, long-lasting scents designed for elegance and sophistication.
- **Travel Eau De Parfum** – Convenient, travel-friendly sizes for on-the-go indulgence.

#### Skincare & Body Care

- **Luxury Body Wash** – A rich, foamy cleanse with exquisite scents.
- **Hair Serum** – Nourishing and revitalizing, designed for strength and shine.
- **Luxury Skin Care** – Formulated with premium ingredients for radiant skin.

#### Home Ambiance

- **Candles** – Hand-poured, richly scented candles for an elegant home atmosphere.

- **Home Diffuser Reeds** – Long-lasting fragrance solutions, including our signature **Amber Allure diffuser reed**.
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## PARTNERSHIP OPPORTUNITIES

We're looking for **influencers, content creators, and media partners** who share our passion for **luxury, self-care, and refined living**. If you're interested in partnering with us, here's what we offer:

### Collaboration Types:

✓ **Product Reviews & Unboxings** – Receive Henry Lauder products for an exclusive first look. ✓ **Sponsored Content** – Feature our products in your beauty, lifestyle, or self-care content. ✓ **Affiliate Marketing** – Earn commissions by sharing our products through unique tracking links. ✓ **Giveaways & Promotions** – Engage your audience with exclusive Henry Lauder giveaways. ✓ **Brand Ambassador Program** – Long-term partnerships for ongoing collaborations.

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## OUR AUDIENCE & REACH

- ✓ **Target Demographic:** Luxury enthusiasts, beauty & skincare lovers, self-care advocates, and home fragrance aficionados.
  - ✓ **Key Markets:** United States, Europe, Asia.
  - ✓ **Social Media Presence:** Growing engagement on **Instagram, Facebook, and TikTok**.
  - ✓ **E-commerce:** Available on our website and leading online marketplaces.
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## BRAND ASSETS & RESOURCES

✦ **Website:** <https://henrylauder.com>

### ✦ **Social Media Handles:**

- **Instagram:** <https://www.instagram.com/henrylauder>
- **Facebook:** <https://www.facebook.com/henrylauder>
- **TikTok:** <https://www.tiktok.com/@henry.lauder>
- **YouTube:** <https://www.youtube.com/@HenryLauder>