

# Case History

## Product

HPG Medium Gift Box

Item No.: HPG Medium Gift Box

## Industry

Beauty/Cosmetics

## Use Case

Employee Appreciation/Thank You

## Application

L'Oreal needed an engaging, new way to thank its salon stylists that differed from its usual cosmetics-based gifts. The company requested a bulk order of small, all-food gift kits that could be delivered to its stylists at their salons throughout the United States. Using the my-Batch configurator, the company started with the Medium-sized myBatch box and took a sweet-and-savory approach by including Grey Ghost Lemon Sugar Cookies, Martin's Handmade Original Pretzels, Legally Addictive Surprise Party Cracker Cookies, and Persephone Teton Animal Graham Cookies. The stylists loved the artisanal snacks and found them to be the perfect source of workday fuel.

