



NEW YOU MEDIA

THE FUTURE OF BEAUTY AND ANTI-AGING

Instagram Contest



#MustHave

Theme: Your beauty "Must Have"

This could be anything from the ultimate hair straightener to a favorite beauty product!

Duration: February 25, 2013 – March 11, 2013

Sponsors: New You picked "beauty must haves" as the perfect theme for a weeklong Instagram contest! As a featured sponsor, your logo will appear on all promotional material distributed to media outlets as well as the winner's announcement page on the New You website. Sponsors will also receive editorial mention on **NewYouMedia.com**.

Sponsor Provide Prize: A beauty basket worth \$150 with assorted products from our advertisers/product sponsors.

Entry: Instagram users must follow NewYouMedia and submit a picture of their beauty must have using the hashtag #MustHave.

Please email: Elena Schmidt at Eschmidt@newyoumedia.com or call 877-772-0160 for more information