

**PAULINA
PASTUSZAK**



COOPERATION OFFER
SOCIAL MEDIA, PRODUCT PLACEMENT,
TRADE FAIRS, ON-SITE TRAININGS

2026

www.paulinapastuszak.pl



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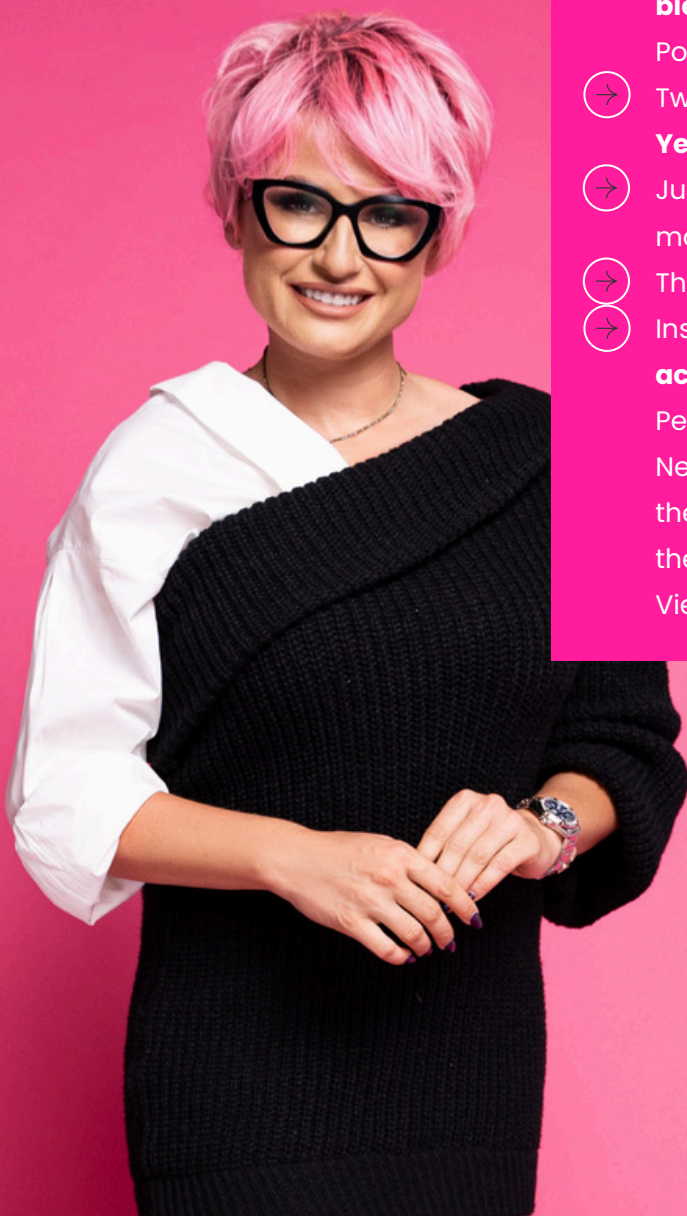
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For 20 years, I have been shaping the beauty industry by engaging in the education of professionals, product development, supporting women's entrepreneurship, activity in social media, and improving treatment safety among clients.

ABOUT ME

Achievements



- Owner of an **Online Academy** offering **nearly 80 courses** in Nail Design, podiatry, law, and health & safety in the beauty industry (over **81,000** courses sold)
- Author of the bestselling Nail Styling Lexicons **“Wyssane z palca®”** (over **23,000** copies sold)
- Author of a podcast series of the same name, which reached 15th place in Spotify's **Top 200 Podcasts in Poland**
- Co-host of the TV program **“Kosmetyczne rewolucje”** on TVN Style
- Winner of the **Businesswoman of the Year** competition by the Sukces Pisany Szminką Foundation in the category **Business of the Year – revenue up to PLN 10 million**
- Winner of the **WorldCup Nail Art** trophy in Munich
- Author of academic publications and over **400 articles** in industry press
- Participant in the TV program **“Bogaty dom – biedny dom”** (Rich House – Poor House) on Polsat Café
- Two-time laureate of the **“Personality of the Year”** poll by Beauty Forum magazine
- Judge at **over 40 championships** in nail modeling
- Three-time winner of the **Online Courses Award**
- Instructor delivering training in **24 countries across 5 continents** (including the USA, Mexico, Peru, Cape Verde; much of Europe—Belgium, the Netherlands, Norway, Germany, the UK, Ireland, the Czech Republic, Italy, Spain; as well as India, the Maldives, Sri Lanka, Mongolia, Mauritius, Vietnam, and Thailand)

ABOUT ME

Competencies



- Lecturer **at three** academic institutions
- **Court expert in the field of nail styling**
- **PhD candidate at the Medical University of Gdańsk** (doctoral dissertation on the impact of UV radiation generated by manicure lamps on human DNA)
- **Program Director** of the City of Nail Congress
- Creator of the **first theoretical knowledge championships** in nail modeling within the beauty industry
- Certified **mentor and behavioral profiler**
- **Trainer delivering courses in:** social media, personal brand development, sales and customer service in the beauty industry, self-publishing, and online course creation
- **Consultant to the Ministry of Development** on the inclusion of the “nail styling” qualification in the Integrated Qualifications System
- Expertise in **law, health & safety, and podiatry** within the beauty industry



Brand Ambassador


SEMILAC

booksy

IQ
NAILS

enbio.

AFINIA

schülke +

YOSHI

 Yokaba

 Aflofarm
Po stronie zdrowia

andrea
professional

LA DIOSA


alessandro

 SALLI
SIT HAPPY

XOXO WiFi



Paulina is a highly respected expert in the beauty services sector, which is why we have been working together for many years. Her original technical and business training sessions are always a powerful dose of knowledge and a true source of inspiration for our employees and partners. In addition, Paulina is simply great to work with—she creates, discusses, and develops new solutions.

Małgorzata Sakowicz-Myślicka,
Marketing Manager Semilac,
Semilac Professional



Our business contacts with Ms. Paulina Pastuszek and her company began in 2017. Since then, our cooperation has been continuously developing and deepening. In each active area—commercial, expert, project, and marketing—the quality and professionalism of this cooperation, in our opinion, deserve the highest possible rating.

Mirosław Szmelter,
CEO Afinia



Many years of cooperation with Paulina Pastuszek have resulted in various forms of activity, including the creation of online training courses, the development of new products (also protected by patents), on-site workshops, and promotional online campaigns. Based on this collaboration, I can confidently recommend Paulina as a business partner with an exceptional level of creativity, meticulousness, and commitment to everything she does.

Katarzyna Włodarczyk,
CEO IQ Nails



As Aflofarm and the Regenerum brand, we have been cooperating with Ms. Paulina Pastuszek since 2021. Ms. Paulina is an outstanding expert, speaker, and true professional. The result of our joint efforts has been an excellent promotional campaign for Regenerum products. Working with Ms. Paulina is a pleasure, and the synergy of our activities delivers great results that we are happy to continue.

Maciej Socha,
Marketing Unit Manager Aflofarm





We began our business and marketing cooperation with Ms. Paulina Pastuszek in 2021. Thanks to a mutually beneficial collaboration model, this partnership brings our company measurable business and marketing benefits, strengthening our position in the market. We are confident that through the synergy of our efforts, we can offer Booksy clients exceptional educational value, enhancing their skills and supporting their businesses. We look forward to further fruitful cooperation that will bring mutual benefits and contribute to the continued joint development of the beauty market in Poland.

Hubert Świadek,
Senior Business Development Manager



Thanks to Ms. Paulina Pastuszek's reliable and extensive expertise, readers of BEAUTY FORUM magazine have gained countless interesting and inspiring articles over the past several years, and during the lectures she delivered at BEAUTY FORUM trade fairs, the lecture halls were always packed to capacity.

Kamila Olszewska,
Editor-in-Chief BEAUTY FORUM



When assembling the team of authors, I was faced with the need to select an author for the chapter of the Monograph concerning the hand care services market. After analyzing the expert landscape, I concluded that Ms. Paulina Pastuszek, M.A., is an outstanding expert in this field, and that her knowledge and social competencies represent the highest level of professionalism and reliability. This was clearly demonstrated in the development of topics related to the above-mentioned market. The chapter met the highest standards set for the co-authors.

Wiesław Alejziak, PhD, DSc
Director of the Institute of Entrepreneurship and Management, University of Physical Education in Kraków



Paulina's social media training was invaluable for upgrading my language school's online presence. Her strategies and insights, provided during the training, have significantly boosted our knowledge and engagement. I highly recommend her expertise to fellow entrepreneurs seeking effective ways to leverage social media for their business. The practical approach and personalized guidance make this training a game-changer for us.

Agnieszka Łuczak,
CEO, LIVE Language School



Results of the Cooperation in 2024

- ➔ Nearly PLN 1,000,000 in sales generated for Partners
- ➔ A total of 33 years of cooperation with key Partners
- ➔ No. 1 among all ambassadors of key Partners



Social Media



[paulina_pastuszak](#)



[PaulinaPastuszakOfficial](#)



[Oficjalna Grupa na Facebooku](#)



[Paulina Pastuszak](#)



[paulinapastuszakofficial](#)



[paulina_pastuszak](#)



**NEARLY HALF A
MILLION FOLLOWERS**



**5-6.5 million
views per month**

How can I help?

Expert in tailor-made social media solutions:

- ➔ Creation of sales and brand development strategies
- ➔ Content creator (including UGC)
- ➔ Substantive oversight of publications
- ➔ Social media training: copywriting and reel editing that sell and captivate





How can I help?

Development facilitator and master of ceremonies:

- ➔ Hosting conferences
- ➔ Leading workshops and training sessions
- ➔ Internal training for teams
- ➔ External training for brand clients

How can I help?

Inspiration mentor from A to Z, guiding you through the creation process:

- ➔ Self-publishing – the ABCs of releasing a bestseller.
- ➔ Your own online courses – record once and earn for many years!
- ➔ Public speaking. Don't like it? Not a fan? Avoid it like the plague? I'll teach you the art of delivering an outstanding presentation.





**The Story of My
Success – an interview
by Dawid Pałka**



**Watch on
YouTube**

Social Media Cooperation Offer

Important information to start with!

The price of each activity such as a reel, carousel, or static post (published on the main Instagram account – 101 000 followers) includes cross-posting on the following profiles:

- ➔ **Paulina Pastuszek TikTok**
(153 000 followers)
- ➔ **Paulina Pastuszek Facebook**
(93 000 followers)
- ➔ **Akademia Paulina Pastuszek Instagram**
(24 000 followers)
- ➔ **Akademia Paulina Pastuszek Facebook**
(39 000 followers)
- ➔ **Paulina Pastuszek Facebook Group**
(57 000 members)



One-time activity

Publication of 1 reel

- ➔ 1 Reel on Instagram @paulina_pastuszek (101 000 followers)
- ➔ Partner tag included
- ➔ Content in an educational, testing, creative, or storytelling format (to be agreed)
- ➔ Option to publish as a collaborative Reel shared with the Partner's profile
- ➔ Optional: automation of links directing viewers to the Partner's offer

Investment: €1,200 net

One-time activity

1 live broadcast

- ➔ LIVE on Instagram, TikTok, or Facebook
- ➔ Option to co-host the broadcast with the Partner's profile
- ➔ Event promotion prior to the broadcast (Stories and Facebook chats)
- ➔ Duration: 60–90 minutes
- ➔ Optional: automation of links directing viewers to the Partner's offer
- ➔ Optional: commemorative certificate with the Partner's logo

Investment: €1,700 net



Short-term activity (up to 3 months)

Package: 1 reel per month (3 in total)

- ➔ Consistent, regular brand presence
- ➔ Content tailored to the season, trends, and campaigns
- ➔ Option for a coherent narrative or 3 separate concepts

Investment: €2,900 net



Short-term activity (up to 3 months)

Package: 2 reels per month (6 in total)

- ➔ Intensified promotional activities
- ➔ An excellent solution for launching a new product, a promotional campaign, or a limited-time offer
- ➔ Variety of formats (review + tutorial / test + styling)

Investment: €4,700 net



Long-term activity (6 months)

Package: 1 reel per month (6 in total)

- Strategic, long-term brand presence
- Gradual building of awareness and trust within my community
- Ability to plan communication well in advance
- Monthly summary of reach and interactions

Investment: €4,300 net



Long-term activity (6 months)

Package: 2 reels per month (12 in total)

- ➔ Increased brand exposure across social media channels
- ➔ Diverse formats: educational, demonstrative, tutorial, and inspirational
- ➔ Effective building of expert positioning within the beauty industry

Investment: €7,200 net



Additional information: straight from the heart and from practice!

- ➔ Prices and package scopes can be flexibly adjusted to the needs of a specific campaign – I am open to non-standard configurations.
- ➔ **Each publication can be co-shared with the Partner's profile (e.g. as a Reels collaboration or a LIVE with a guest).**
- ➔ The listed prices are subject to 23% VAT.
- ➔ **I support the creative process: I develop the concept, script, select the format, or execute your specific vision.**
- ➔ Each publication is supported by ongoing activity in Stories and Facebook chats – the number of stories depends on the nature and format of the content.
- ➔ **There is an option to provide raw source clips for the Partner's reuse. Publishing such materials requires separate legal arrangements (regarding image rights) and individual pricing agreements for this type of activity.**





Second cooperation option

**Product placement
in Paulina Pastuszek's
Online Academy**



**Visit the
Online
Academy!**

Cooperation offer with the Online Academy

BASIC Package

- ➔ Online training featuring the company's products (without designating the company as the "Strategic Partner" of the training and without additional focus on product value)
- ➔ Placement of the company logo on the training cover
- ➔ Placement of the company logo in promotional activities for the training
- ➔ One LIVE session promoting the training – co-hosted on Instagram

Investment: €3,600 net



Cooperation offer with the Online Academy

STANDARD Package

- ➔ Online training featuring the Partner's products, including a substantive description of each product
 - ➔ Designation as the "Strategic Partner" of the training in all promotional materials
 - ➔ Option to include a promotional video provided by the company, which will be integrated into the training
 - ➔ Publication of 5 reels promoting the training, each with a clear indication of the Strategic Partner lasting a minimum of 5 seconds
- + all activities included in the BASIC package

Investment: €4,800 net



Cooperation offer with the Online Academy VIP Package

- ➔ Two promotional newsletters sent to a group of 27,000 recipients, with a detailed description of the Strategic Partner's products
 - ➔ Option to organize a giveaway on social media using prizes provided by the Strategic Partner
 - ➔ Inclusion of a one-paragraph description of the Strategic Partner's brand and products in the training information text within the Online Academy
 - ➔ Mention of the Strategic Partner (in the form of a logo, description, or voiceover—depending on the format) in every publication related to the training appearing on social media (live, reel, post, carousel, stories)
 - ➔ Option to use a special discount code for the Strategic Partner's products within the training and related communications
 - ➔ A dedicated segment of the online training focused exclusively on discussing the Strategic Partner's products used in areas consistent with the training topic
- + all activities included in the BASIC and STANDARD packages

Investment: €6,000 net



Third cooperation option Industry trade fairs



Trade fair offer

Ladies and Gentlemen,
I love industry trade fairs. I truly do—and there's nothing I can do about it. Since 2008, I have consistently participated in at least 3–4 industry events each year, and although I am fully aware that today's trade fairs no longer have quite the same atmosphere as they once did (allow me a touch of nostalgia here 😊), I still greatly value the opportunity to meet professionals that these events provide.

For many years, I had the pleasure of exhibiting with my own stand, representing the Nail Artists brand as its exclusive distributor in Poland. I also supported the parent brand during events in Munich, Düsseldorf, and Bologna. I have been a guest at trade fairs in Sri Lanka, walked between exhibition stands in Prague, made my way through the dense maze of booths in London, and repeatedly attended events in Rome.

On the Polish scene, I have appeared as a speaker more than one hundred times, including in Warsaw, Kraków, Poznań, Gdańsk, Wrocław, and Rzeszów.





Trade fair offer

I am pleased to engage in projects that support brands during industry events – both in Poland and internationally. Below are two clearly defined forms of cooperation, depending on the nature of my presence at the trade fair.

1. Participation in Trade Fairs I Am Already Attending (Poland)

This option applies exclusively to situations where my presence at a given trade fair in Poland has already been planned independently of the brand's invitation, and I am actively participating in the event.

Cooperation options:

- Participation up to 3 hours (e.g., lecture, expert talk, booth activity)
Fee: €1,700 net
- Full-day participation during the trade fair
Fee: €2,900 net

The scope of cooperation may include, among others:

- a lecture or expert presentation,
- presence and activity at the brand's booth,
- meetings with clients and event guests,
- activities supporting the brand's image and recognition.

Under this option, no additional costs for transportation, accommodation, or entry passes apply, as my presence at the event is already planned in advance.



Trade fair offer

2. Dedicated Attendance at a Trade Fair Event

This option applies when my participation in the trade fair is arranged exclusively at the brand's invitation, and the trip is dedicated to this purpose.

Cooperation options:

- Participation up to 3 hours (regardless of the actual duration, including shorter appearances)

Minimum fee: €3,600 net

- Participation exceeding 3 hours – up to full-day presence at the trade fair booth

Fee: €4,500 net

The scope of cooperation may include, among others:

- a lecture or expert presentation,
- full presence at the brand's booth,
- meetings with clients, partners, and media representatives,
- promotional and brand image-building activities.

Under this option, all organizational costs are covered by the Client, in particular:

- transportation (rail or air),
- accommodation,
- entry tickets and trade fair passes,
- other costs related to the execution of the trip.

Each collaboration is individually tailored to the nature of the event and the brand's communication objectives. Should you require further organizational details, I remain at your disposal.

On-site training



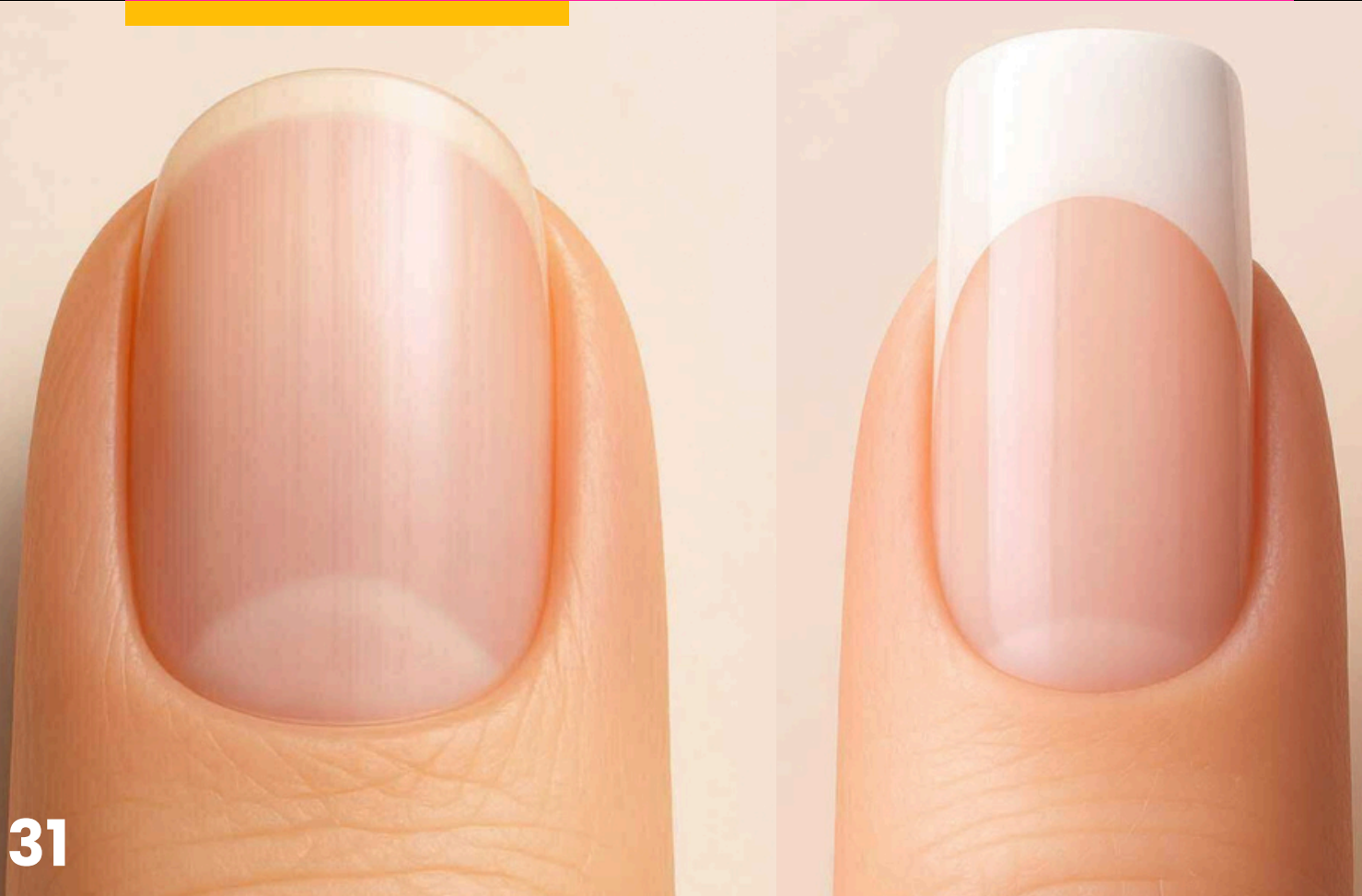
On-site trainings

I warmly invite you to cooperate in the organization of closed, in-company training sessions and commercial workshops for salon teams and beauty brands. The subject matter is fully customized – we will jointly design the program to match the participants' level of advancement and the specific nature of your team's work.

The most frequently selected topics include, among others:

- gel polish manicure and working with an electric file,
- proper fitting and cutting of nail forms,
- nail construction using gel, acrylic, or acrygel methods,
- advanced shapes: modern almond, modern square, stiletto, butterfly, and others,
- speed of work in gel and hybrid techniques,
- nail art workshops: one stroke, floral and animal micropainting, ornaments, shading techniques,
- lectures on physics, chemistry, and product structure – for those who truly want to understand why a nail enhancement lasts or fails to adhere to the nail plate.

These are only sample proposals – the topic and level of advancement are always determined together, depending on the needs of the group.





45°C



On-site trainings

Training organization

On the organizer's side lies the responsibility to provide participants with:

- properly equipped workstations,
- products intended for performing the specific type of styling.

Several weeks before the event date, you will receive a complete list of products required to deliver the selected training.

Costs and terms of cooperation

Training sessions are available in the following formats:

- One-day – **€2,500 net**,
- Two-day – **€2,400 net per day**,
- Three-day – **€2,300 net per day**.

The above prices apply to groups of up to 12 participants. In addition to the standard training fee, the following costs should be added:

- travel expenses,
- accommodation on the night preceding the training,
- and, in the case of longer distances, accommodation after the training as well (if required by the event logistics).

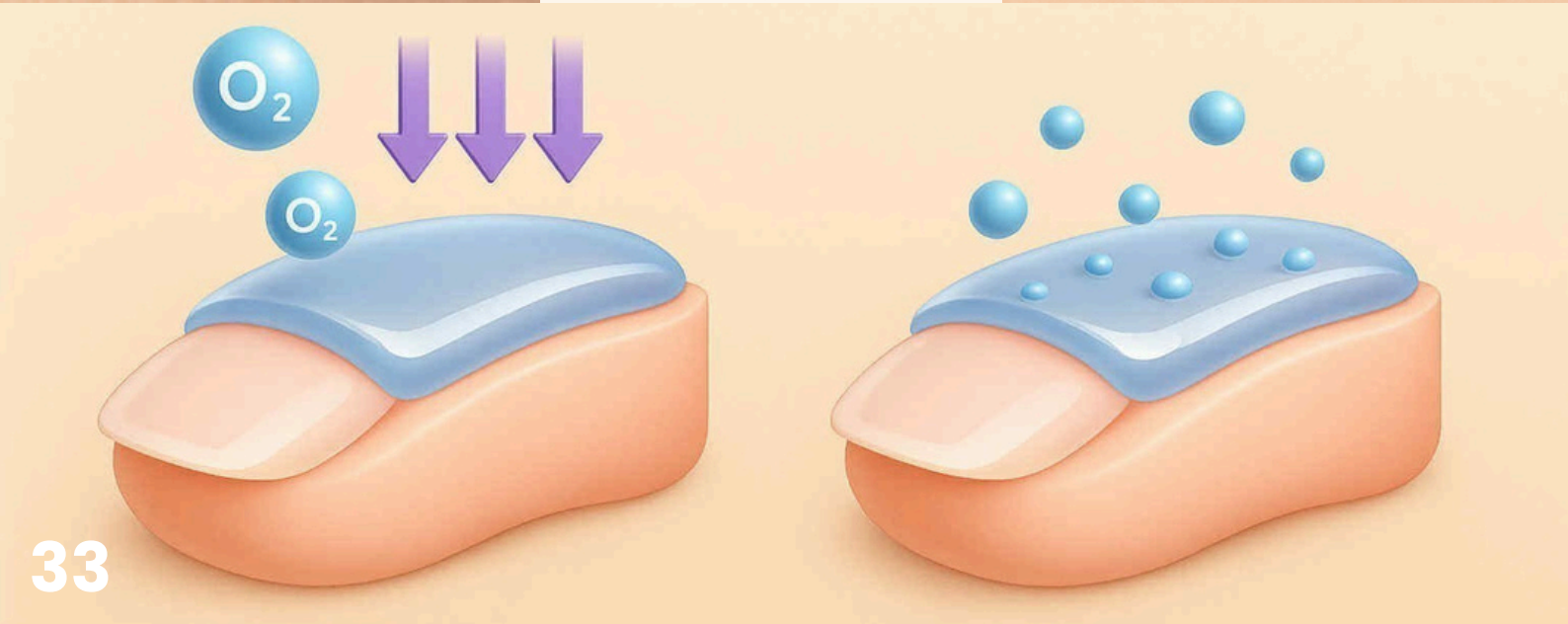
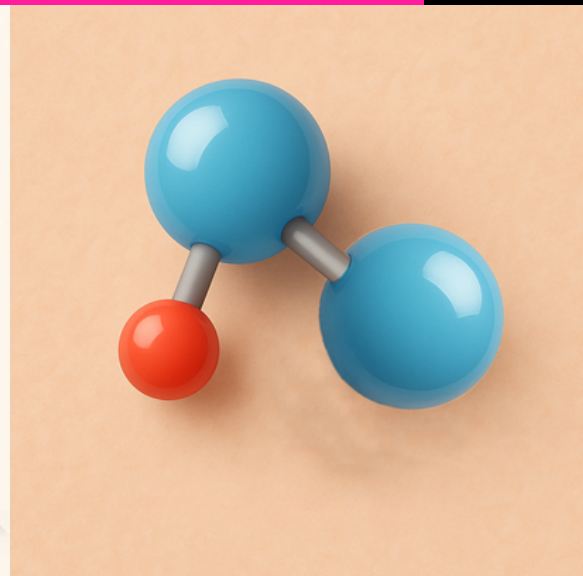
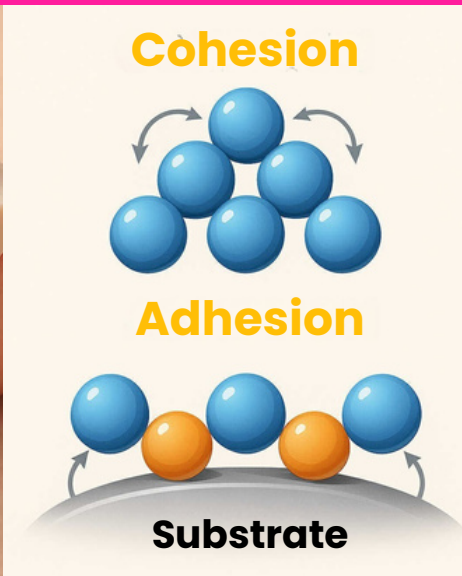
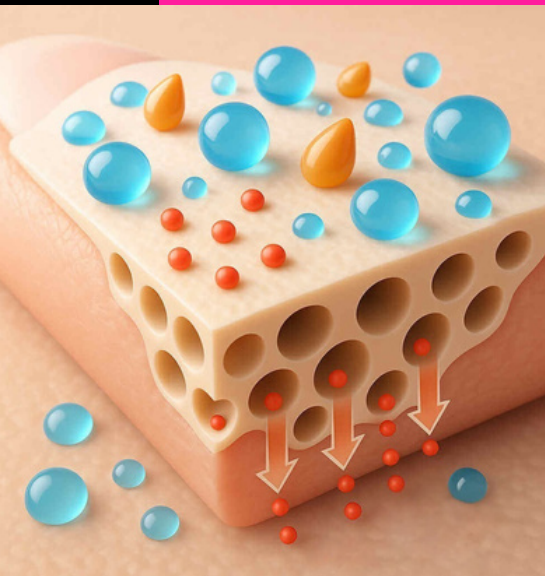
On-site trainings

Each training participant receives:









- a personalized commemorative certificate,
- a set of educational materials, if required for the given topic,
- access to knowledge backed by 20 years of experience, delivered in a clear, practical, and inspiring way.

If you would like to organize a corporate training, thematic workshop, or a dedicated educational event, I invite you to get in touch.

Together, we will create an event that combines practice, knowledge, and inspiration - exactly how education in the beauty industry should look.








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|----------------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------|
|  | paulina_pastuszak |  | Paulina Pastuszak |
|  | paulinapastuszak.akademia |  | paulinapastuszakofficial |
|  | PaulinaPastuszakOfficial |  | paulina_pastuszak |
|  | Akademia Paulina Pastuszak |  | Paulina Pastuszak |

Contact

Artur Żyrkowski

-  604 933 300
-  a.zyrkowski@paulinapastuszak.pl
-  Plac Szczepański 3, 31-011 Kraków



*Let's be part of the beauty industry revolution together.
I am confident that my involvement will enrich your offer and attract new clients!*

