

# Difference Between Ipsy and Boxycharm

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## Key Difference - Ipsy vs Boxycharm

Cosmetics are used by many women, and like any other product, the online presence of cosmetics distributors have grown rapidly within the past few years. Ipsy and Boxycharm are two modern online cosmetic subscription companies. The key difference between Ipsy and Boxycharm is that **Ipsy offers 5 cosmetic sample products with an average value around \$53 for a monthly charge of \$10 whereas Boxycharm offers 4-6 full-size cosmetic products with an average value around \$100 for a monthly charge of \$21.**

## What is Ipsy?

Ipsy is a company that facilitates monthly online cosmetic subscriptions. Founded in 2011 in California, United States, Ipsy attracts subscribers mainly via [social networking sites](#), video blogging and referrals of existing members. Every month, subscribers of Ipsy receive a makeup bag of 5 cosmetic sample products with an average value around \$53 for a monthly charge of \$10. The cosmetic container of Ipsy is called the **Glam Bag**. Sample subscription service of Ipsy currently has over 1.5M subscribers. Yearly subscriptions are also available at Ipsy for \$110 where the subscribers can pay upfront and receive one Glam Bag free. Free shipping is also available with Ipsy.

Glam bags contain cosmetics of a number of brands around the world including Loreal, Maybelline, Charlotte Tilbury, Tarte, Milani, Smashbox, and ColourPop. The Glam Bag contains different samples from the above brands each month and the Glam Bag received by all subscribers in one month is a uniform one. Thus, the products are not customized for each customer.

Ipsy has a system to earn and redeem points that come with the advantage of monthly bonus items in the Glam Bag. Points can be earned and spent by subscribers who have an Ipsy subscription account.

Ipsy points can be added as follows.

- 250 point for referrals

- 10 points each for following Ipsy's creators (Michelle Phan, Jennifer Jaconetti Goldfarb, Marcelo Camberos) on Twitter and YouTube
- 15 points for each product review of the online Glam Bag
- 10 Points for reviewing the entire Glam Bag experience each month



## What is Boxycharm?

Similar to Ipsy, Boxycharm is also a monthly cosmetic subscription service that offers products online, which was launched in 2013. Monthly Boxycharm includes between 4-6 full-size and luxury-size products from popular and upcoming cosmetic brands. Subscription per month is \$21. Subscribers can enjoy free shipping and the products worth over \$100 on average. Boxycharm also contains products of different brands including Tarte, ColourPop and Cover FX for each month. However similar to Ipsy, customization is not available with Boxycharm either.

Boxycharm's earn and redeem points system can be enjoyed by subscribers who has a Boxycharm user account. Points are referred to as **charms** and are awarded as per below.

- 200 charms for new users upon subscription

- 250 charms per every 30 days that the subscription remains active
- 50 charms per product review
- 500 charms per referral



## What are the similarities between Ipsy and Boxycharm?

- Both Ipsy and Boxycharm are monthly online cosmetic subscription services.
- Both Ipsy and Boxycharm change their sample/product offering per month.
- Both Ipsy and Boxycharm lacks customization
- Both Ipsy and Boxycharm offer free shipping.

## What is the difference between Ipsy and Boxycharm?

### Ipsy Agar vs Boxycharm

Ipsy offers 5 cosmetic sample products of an average value around \$53 for a monthly charge of \$10.

Boxycharm offers 4-6 full-size cosmetic products of an average value around \$100 for a monthly charge of \$21.

Monthly Subscription	
Monthly subscription of Ipsy is \$10.	Monthly subscription of Boxycharm is \$21.
Type of Products	
Ipsy Glam Bag consists of cosmetic samples.	Boxycharm box consists of full-size cosmetic products.
Number of Products	
Ipsy Glam Bag consists of 5 samples.	Number of products that Boxycharm offers vary from 4-6 products.
Average Value of Products	
Ipsy offers samples that are worth around \$53.	Average value of products is around \$100 in Boxycharm.

## Summary - Ipsy vs Boxycharm

The difference between Ipsy and Boxycharm attributes to a number of factors such as the monthly subscription, product type, number of products and the average value of products. The structure of earning and redeeming points/charms in each also differ significantly. Comparatively higher monthly subscription and average value of products in Boxycharm is due to offering full-size products. However, both Ipsy and Boxycharm are modern online platforms that customers can subscribe to fulfill their cosmetic needs.

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**Image Courtesy:**

1. "On the blog today: A quick review of this month's @ipsy bag." by Kristin ([CC BY 2.0](#)) via [Flickr](#)
2. "Nyx Lipstick Beside Eye Shadow Palette" (CC0) via [Pexels](#)

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