

# MAGAZINE

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www.GCImagazine.com

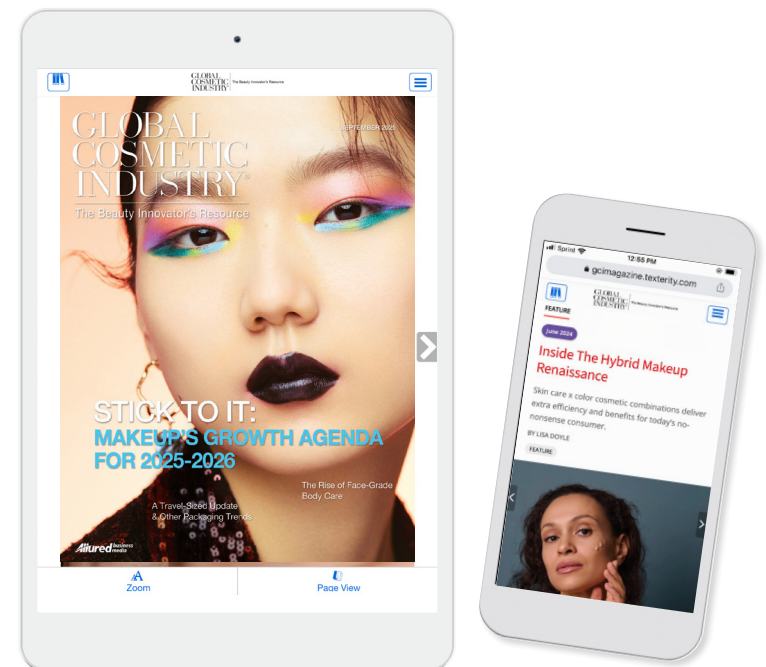
**GLOBAL  
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The Beauty Innovator's Resource

Make an impact with 24,000 beauty brand managers & developers that read in-depth articles on market data, trends and best practices.

Be adjacent to beauty business articles that drive product development.



Print Edition



Digital Edition

# EDITORIAL ADVISORY BOARD

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## **Heather Connelly** **CosBar**

Heather Connelly currently leads buying and merchandising at Cos Bar, a multi-brand luxury beauty retailer with a nationwide network of beauty boutiques. A self-professed beauty addict, Connelly began her career at Bluemercury, where she was a part of the original team before it was acquired by Macy's, then went on to Space NK as head of merchandising, leading a portfolio of 90 brands. Her retail experience includes managing the shop-in-shop model, an initiative through which she partnered with Bloomingdales and Nordstrom to expand Space NK's branding both in-store and online.

## **Amber Evans, Ph.D.** **Moroccanoil**

As senior manager of product development at Moroccanoil, Evans leverages her technical expertise to help drive the global launch of prestige hair and body care products. She previously held roles as a development scientist at BASF Corp., where her contributions spanned multiple market segments, including hair, body and oral care and Procter & Gamble, where she supported initiatives such as upstream research for hair colorants and clinical testing for skin/shave care applications.

## **Stephanie Morimoto** **Asutra**

Morimoto spent nearly 20 years serving low-income communities through entrepreneurship and education programs before founding Asutra, a brand that is passionate about helping people take care of themselves so they can get the most out of life, or active self-care. Asutra is woman-owned and women-led; 77% of its team comprises people of color. The brand helps people refresh their minds, reenergize their bodies and replenish their souls through invigorating products activated by organic plants, minerals and essential oils.

## **Annie Jackson** **Credo Beauty**

Annie Jackson is the co-founder and COO, Credo Beauty. Her 20-plus years of retail and marketing experience include inventory planning and marketing at Estee Lauder, roles at Sephora in the United States and Japan and oversight of global product marketing and product development at Benefit. Credo Beauty, founded in 2014, is a fast-growing clean beauty retailer with 135-plus beauty brands across skin care, color, body, fragrance and hair care. The retailer has also been a leader in the movement toward cleaner formulas and more sustainable packaging.

## **Tara Kearns** **Clean Beauty Collective**

Tara Kearns, head of product development for Clean Beauty Collective, Inc., works on development for face, body, hair and home. She previously spent time at Church & Dwight in fragrance development, which exposed her to a different side of the industry at megabrands such as Arm & Hammer, Batiste and Nair. Prior to this role, she was part of the team that successfully grew Inter Parfums, Inc. as the global director of fragrance and product development.

## **Bridgette Howard** **Parlor West Ventures**

Bridgette Howard is the founder of Parlor West Ventures, an incubator for early stage beauty brands that provides growth capital and strategic guidance across product development, manufacturing, distribution, financial management and customer acquisition. Brands include Artist Couture, KNC Beauty, Juvia's Place and other early stage brands. The brands are sold across many retailers including Sephora, Nordstrom, Neiman Marcus, Violet Grey, Net-a-Porter and Urban Outfitters. Howard previously held roles with Birchbox, Bluemercury and its M-61 brand and oversaw the launch of Time Inc.'s Essence Beauty Box.

## **Jessica Estrada** **HUE For Every Man**

In 2009, Jessica Estrada founded her own men's grooming brand, HUE For Every Man. Estrada has over 25 years experience in the fashion industry.

## **Alisa Marie Beyer** **Spa Girl Cocktails**

A proven entrepreneur who has built and sold five companies, Alisa Beyer is the CEO and founder of LemonTree Partners, a boutique strategy company specializing in helping executives and companies effectively manage leadership transitions, team alignment and growth strategies using customized solutions.

## **Fadi Mourad** **Bellami Hair**

Fadi Mourad is the co-founder of Innovation Counter, a product development firm that helps large brands move quickly and small brands innovate and scale. He previously held innovation executive roles at Estee Lauder and Dollar Shave Club.

## **Ada Polla** **Alchimie Forever, The Polla Beauty Group**

Ada Polla is the co-creator of the Swiss antioxidant skin care line Alchimie Forever, which launched in the U.S. in 2004 and has yielded double-digit annual revenue growth for the company.

## **Christina Samuels** **Mode Cosmetics**

Over two decades ago, Samuels co-created MODE Cosmetics by originating the concept of high-performance naturals in color cosmetics, ultimately creating a new color category. Samuels is co-founder of MODE and an EVP at Zela International.

# MEDIA PLANNER

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## JAN/FEB

### HOT TOPICS

- Skin Care—Longevity & Slow Aging:  
The brands and ingredients reshaping the anti-aging agenda.
- Sun Care—SPF Everything:  
Crossing categories for better multifunctional experiences.
- Color Cosmetics—Multitasking Innovation:  
Strategies for hybrid makeup that does more.

### INGREDIENTS

- Beauty Ingredient Trends—  
Skin Care, Sun Care & Color Cosmetics: Connecting the dots between new launches and market and consumer data.

### PACKAGING

- Packaging Focus—Decorating & Printing:  
Recent advances for the beauty and personal care sector.
- Packaging Focus—Bottles & Jars:  
Recent launches for the beauty and personal care sector.
- Packaging Focus: New Launches

### INSIDER INSIGHTS

- Ingredients: skin care, color cosmetics and sun care.
- Packaging: bottles, jars and deco.
- Technology Trends (AI, business services, etc.).
- Equipment Trends.

### Magazine Due Dates

Editorial: 11/14/25

Ad Close: 01/05/26

### Bonus Distribution:

Cosmoprof Miami, Luxe Pack LA, Make-Up LA (DM\*)

## MAR

### HOT TOPICS

- Skin Care—Clean & Sustainable:  
The ingredients and brands delivering safe, eco-friendly and efficacious beauty.
- Hair Care—Longevity & Slow Aging:  
The brands and ingredients reshaping the anti-aging agenda for the hair and scalp.
- Body Care—Skin Care:  
The brands and ingredients delivering face-grade benefits.

### INGREDIENTS

- Beauty Ingredient Trends—  
Skin and Hair Care, Fragrance & Body Care: Connecting the dots between new launches and market and consumer data.

### PACKAGING

- Packaging Focus—Tubes:  
Recent launches for the beauty and personal care sector.
- Packaging Focus—Applicators & Brushes:  
Recent launches for the beauty and personal care sector.
- Packaging Focus: New Launches

### INSIDER INSIGHTS

- Ingredients: Hair care, fragrance and body care (skin).
- Packaging: Applicators, brushes and tubes.
- Contract manufacturing trends.
- Testing

### Magazine Due Dates

Editorial: 01/16/26

Ad Close: 02/03/26

### Bonus Distribution:

Cosmoprof Bologna (DM\*), in-cosmetics Global + Teamworks

## APR

### HOT TOPICS

- Hair Care—Solving Hair Loss: The ingredients and brands delivering solutions for men and women.
- Color Cosmetics—Top 2026 Trends:  
A cross-category analysis of growth categories and white space.
- Sun Care—Improving the Consumer Experience:  
How innovation can resolve shoppers' biggest complaints about SPF-powered beauty.

### INGREDIENTS

- Beauty Ingredient Trends—  
Sun Care, Color Cosmetics and Hair Care:  
Connecting the dots between new launches and market and consumer data.

### PACKAGING

- Packaging Focus—Pumps, Droppers, Caps: Recent launches for the beauty and personal care sector.
- Packaging Focus—Sample & Travel Sizes: Recent launches for the beauty and personal care sector.
- Packaging Focus: New Launches

### INSIDER INSIGHTS

- Ingredients: New Launches.
- Packaging: New Launches.
- Technology Trends (AI, business services, etc.).
- Equipment Trends.

### Magazine Due Dates

Editorial: 02/18/26

Ad Close: 03/04/26

### Bonus Distribution:

Luxe Pack NY

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Kim for up-to-date show distribution information.

# MEDIA PLANNER CONT'D

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## MAY

### HOT TOPICS

- Skin Care—the Regenerative Revolution: The brands and ingredients shifting beauty from maintenance to rejuvenation.
- Fragrance—Clean & Sustainable: Innovations delivering safe, sustainable and emotionally resonant experiences.
- Body Care—Hand Care: How soaps, lotions and more are redefining care.

### INGREDIENTS

- Beauty Ingredient Trends—Skin Care, Sun Care & Color Cosmetics: Connecting the dots between new launches and market and consumer data.

### PACKAGING

- Packaging Focus—Decorating & Printing: Recent advances for the beauty and personal care sector.
- Packaging Focus—Bottles & Jars: Recent launches for the beauty and personal care sector.
- Packaging Focus: New Launches

### INSIDER INSIGHTS

- Ingredients: Skin care, fragrance and hand care.
- Packaging: bottles, jars and deco.
- Contract manufacturing trends.
- Testing

### Magazine Due Dates

Editorial: 03/16/26

Ad Close: 04/06/26

### Bonus Distribution:

NYSCC Suppliers' Day

## JUN

### HOT TOPICS

- Hair Care—Clean & Sustainable: The ingredients and brands delivering safe, eco-friendly and efficacious hair care.
- Sun Care—SPF for Everyone: How inclusive innovation can ensure every consumer gets the defense they deserve.
- Fragrance—2026–2027 Growth Trends: A rundown of the categories, scent notes and other product facets leading growth and white space opportunities.

### INGREDIENTS

- Beauty Ingredient Trends—Hair Care and Sun Care: Connecting the dots between new launches and market and consumer data.

### PACKAGING

- Packaging Focus—Decorating & Printing: Recent advances for the beauty and personal care sector.
- Packaging Focus—Bottles & Jars: Recent launches for the beauty and personal care sector.
- Packaging Focus: New Launches

### INSIDER INSIGHTS

- Packaging: deco, bottles and jars.
- Ingredients: hair and skin care.
- Technology trends (AI, business services, etc.).
- Equipment trends.

### Magazine Due Dates

Editorial: 04/15/26

Ad Close: 05/01/26

### Bonus Distribution:

Cosmoprof Vegas

## JUL/AUG

### HOT TOPICS

- Skin Care—Pro Beauty Inspiration: How brands and ingredient launches are taking inspiration from the dermatological and medspa worlds.
- Color Cosmetics—Clean & Sustainable: The ingredients and brands delivering safe, eco-friendly and efficacious makeup.

### INGREDIENTS

- Beauty Ingredient Trends—Fragrance, Color Cosmetics and Skin Care: Connecting the dots between new launches and market and consumer data.

### PACKAGING

- Packaging Focus—Tubes: Recent launches for the beauty and personal care sector.
- Packaging Focus—Applicators & Brushes: Recent launches for the beauty and personal care sector.
- Packaging Focus: New Launches

### INSIDER INSIGHTS

- Ingredients: New Launches.
- Packaging: New Launches.
- Contract Manufacturing Trends

## AUG ONLINE ONLY!

### HOT TOPICS

- Top 2026 Ingredient Trends
- Top 2026 Packaging Trends
- Top-Trending 2026 Beauty Brands
- 2026's Top Beauty Trends

### Magazine Due Dates

Editorial: 05/15/26

Ad Close: 06/08/26

### Bonus Distribution:

Make Up in New York

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## SEPT

### HOT TOPICS

- Hair Care—Color and Styling: How new ingredients and launches are delivering better, healthier results.
- Sun Care—SPF Everything: How sun defense has crossed categories for better multifunctional experiences.
- Body Care—AP/DEO: How scent, whole body solutions and more are reshaping the category.

### INGREDIENTS

- Beauty Ingredient Trends—  
Hair Care, Sun Care and Body Care: Connecting the dots between new launches and market and consumer data.

### PACKAGING

- Packaging Focus—Bottles & Jars:  
Recent launches for the beauty and personal care sector.
- Packaging Focus—Sample & Travel Sizes:  
Recent launches for the beauty and personal care sector.
- Packaging Focus: New Launches

### INSIDER INSIGHTS

- Ingredients: skin care, color cosmetics and sun care.
- Packaging: bottles, jars and deco.
- Technology trends (AI, business services, etc.).
- Equipment trends.

### Magazine Due Dates

Editorial: 07/15/26  
Ad Close: 08/05/26

### Bonus Distribution:

Luxe Pack Monaco (DM\*)

## OCT/NOV

### HOT TOPICS

- Skin Care—the Efficacy Race: How brand and ingredient launches are delivering quantifiable benefits for consumers.
- Color Cosmetics: Multitasking Innovation:  
Strategies for hybrid makeup that does more.
- Fragrance—Emotional Resonance:  
How brands and ingredients are delivering wellness experiences.

### INGREDIENTS

- Beauty Ingredient Trends—  
Color Cosmetics, Skin Care and Fragrance: Connecting the dots between new launches and market and consumer data.

### PACKAGING

- Packaging Focus—Decorating & Printing:  
Recent advances for the beauty and personal care sector.
- Packaging Focus—Pumps, Droppers, Caps:  
Recent launches for the beauty and personal care sector.
- Packaging Focus: New Launches

### INSIDER INSIGHTS

- Ingredients: Hair care, fragrance and body care (skin).
- Packaging: Applicators, brushes and tubes.
- Contract manufacturing trends.
- Testing

## NOV ONLINE ONLY!

### HOT TOPICS

- 2027 Beauty Trends Forecast
- 2027 Supplier Beauty Predictions

### Magazine Due Dates

Editorial: 08/21/26  
Ad Close: 09/29/26

### Bonus Distribution:

SCC Annual Meeting California

## DEC DIRECTORY

- 2027 Beauty Ingredient, Packaging & Manufacturing Directory:  
A comprehensive guide to beauty ingredients, packaging and manufacturing resources for 2027.

### Show Distribution

- LuxePack LA & NY, Monaco
- MakeUp in LA & NY
- in-cosmetics global
- CASC Suppliers' Day
- NYSCC Suppliers' Day
- Cosmoprof
  - » Miami
  - » North America (Las Vegas)
  - » Bologna (DM\*)

### Magazine Due Dates

Ad Close: 11/03/26

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## Plan a yearlong campaign around our focus each issue

All themes are subject to change per editorial discretion.

### JANUARY/ FEBRUARY

Honing in on the next phase of beauty: slow-aging skincare and multifunctional solutions for SPF and color cosmetics takes center stage in our Jan/Feb issue.

We'll also be kicking off the new year with an update on decorating and printing packaging trends and if you're launching a bottle or jar, this is the issue for you.

### MARCH

We're launching into spring with clean and sustainable beauty in skin care, longevity in hair and body skin care.

Packaging pros can expect coverage on tubes, applications and brushes in this month's edition as well!

### APRIL

Global Cosmetic Industry is giving you a "this year so far" look into the top 2026 trends for color cosmetics and providing the latest coverage on the ingredients and brands behind hair loss solutions for men's and women's beauty.

We'll be taking a closer look at how brands can resolve consumer complaints about SPF'd beauty. In packaging, we're going to cover pumps, droppers, caps, travel + sample sizes.

### MAY

We're touching on fragrance for the first time this year with our May issue!

Readers can anticipate clean and sustainable innovations in fragrance and to explore the brands and ingredients framing skincare as a means to rejuvenate, not just maintain. We'll be covering new packaging product launches as well!

### JUNE

June will be discussing innovation in inclusive SPF as well as safe and eco-friendly hair care. We'll also be bringing readers a rundown of the categories, scent notes and more, leading growth and white space opportunities in fragrance.

*Editorial content is subject to change.*

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## Plan a yearlong campaign around our focus each issue

All themes are subject to change per editorial discretion.

### JULY/ AUGUST

For the Global Cosmetic Industry July/August issue, readers will get a peek into how the worlds of medspa and dermatology have influenced brands and ingredient launches. Explore the brands and ingredients contributing to safe, eco-friendly and effective makeup and the impact it's having on the market with a consumer data report. We'll be circling back to tubes, applicators and brushes for the second half of the year, giving you the latest on these packaging launches from beauty and personal care.

### AUGUST (ONLINE ONLY)

This online-only issue will give you the best of 2026 so far. Individual trend reports from our team covering ingredients, packaging, beauty brands and consumer beauty trends. Perfect opportunity for brands to see what they've made and maybe what they missed, as well as identify some opportunities to capitalize on before the end of the year!

### SEPTEMBER

September is putting hair center stage at Global Cosmetic Industry and we're introducing you to the ingredients and products delivering better, healthier results in color and style. Readers can expect more SPF and an exploration into how scent and whole body solutions are transforming the body care category. This issue's packaging focus will be back on bottle, jars, sample and travel sizes.

### OCTOBER/ NOVEMBER

This issue is all about how brands are taking beauty to the next level: Skin care bringing more benefits to consumers, continuing to explore multifunctionality in color cosmetics and fragrance becoming the conduit for a strong mind x beauty connection.

### NOVEMBER (ONLINE ONLY)

November's online-only issue will act as our reader's guide into 2027. We'll cover supplier beauty predictions, as well as a forecast of both existing and emerging beauty trends. A perfect opportunity to showcase what's next and who's up.

### DECEMBER DIRECTORY

Our final issue of the year, the Global Cosmetic Industry Directory, will serve as a comprehensive guide to 2026 beauty ingredients, packaging and manufacturing resources. The ultimate resource for connecting our readers to all of beauty in one single issue.

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# MAGAZINE PRODUCT ROUNDUP

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## Make more of an impact with the Product Roundup Program.

Scheduled magazine display advertisers receive an additional value of inclusion in *Global Cosmetic Industry's* Product Roundup program. This special Product Roundup program extends your reach and frequency by more than **400%** and includes marketing inquiries.

### BENEFITS

1. As a **magazine** display advertiser, you'll receive additional coverage in a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *Global Cosmetic Industry's* **website** and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *Global Cosmetic Industry's* daily newsletter and social media channels.

### MARKETING INQUIRIES


1. As buyers demonstrate interest in your product by clicking to learn more, you will receive e-mail contact information to follow up with an e-blast on the products you featured.
2. Best practice for following up on marketing inquiries: Offer qualified prospects more information about your new product with a whitepaper or a sample request.

### QUALIFICATION FOR THE NEW PRODUCT ROUNDUP PROGRAM


1. Schedule a minimum 4x display ad program in *Global Cosmetic Industry* magazine in 2026.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

**PRODUCT ROUNDUP** [Products, Equipment & Services]


**Header**




**Manuka Extract Range for Sensitive Skin**  
Campo Research Pte Ltd  
www.campo-research.com  
Lipid spectrum aquapharm is distributed in Australia, Southeast Asia and New Zealand. Apart from its traditional use, manuka can ameliorate skin problems such as itchy skin and rashes, as well as accelerate the healing of skin. Campo's Manuka Extract range is ideal for body oils and emulsions made especially for sensitive skin.



**Nuon Skin Soothing Cooling Device with Infrared LED Technology**  
Nuon Medical  
www.nuonmedical.com/  
Nuon's Skin Soothing Cooling Device features 10 red/infrared LEDs and a built-in cooling system for soothing skin treatment. Type-C rechargeable with LED power indicators and automatic low-battery alert.




**Innovative Skin Solution with Triplobiome Technology**  
Provital  
www.wearprovital.com/en  
Provital presents Purbiome, a second ecosystem ingredient powered by Triplobiome Technology. Bringing the essence of this symbiosis directly to the skin. As the first agro-psychological solution, Purbiome reconnects mature women with nature's wisdom. With its triple-efficacy approach, Purbiome improves adult acne, oily skin, and inflammation while preventing aging signs.



**Innovative Cosmetic Solutions with Japanese Excellence**  
Tokiva Cosmetics International  
www.tokivacosmetics.com  
Tokiva Cosmetics delivers high-performance, innovative formulas for eyes, lips, face and brows. Inspired by global brands, Tokiva combines Japanese innovation with turnkey solutions to streamline product development. From clean beauty to long wear pigments, our customization technologies allow formulators to create trending cosmetics. Attending Makupu in NY September 17-18, 2023! Visit us at booth B23.


**GLOBAL COSMETIC INDUSTRY** Monthly Roundup  
The Beauty Innovator's Resource

**Top Derms Agree: These Skin Care Ingredients Work Best**

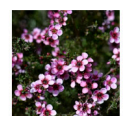


In a Northwestern Medicine study, a host of nationwide experts identified the best topical skin care ingredients for green skin conditions. The review focused on recommendations by cosmetic dermatologists and narrowed a list of 318 to just 23.


[Read More...](#)




**Sun Deep Inc.'s SPF 50 Sun Drops**




**Campo's Manuka Extract Range for Sensitive Skin**




**Spectra Colors' Special DMC Black 2 for Eyes and Lips Products**




**Tokiva's Innovative Cosmetic Solutions with Japanese Excellence**




**Purbiome by Provital: Innovative Skin Solution with Triplobiome Technology**



**Nuon Skin Soothing Cooling Device with Infrared LED Technology**



**Luxurious Zeme Acetaminophen for High-End Beauty Brands**



**Illuminating Ceramide Jelly Oil Hydration, Glow & Skin Barrier Support**

### MATERIAL SPECIFICATIONS AND DEADLINES

Qualifying advertisers will receive an e-mail with a link to submit the following:

1. A 50 word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png, at 300 dpi. No company logos, trademarks or additional verbiage on images.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.



# MAGAZINE COVER SPONSORSHIP

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## Ensure your position in the industry.

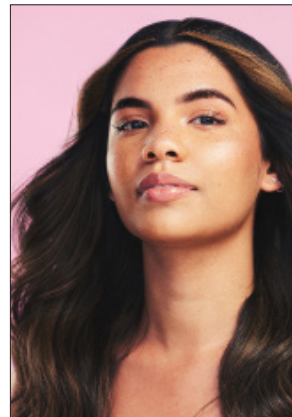
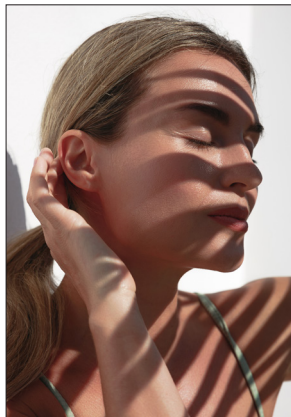
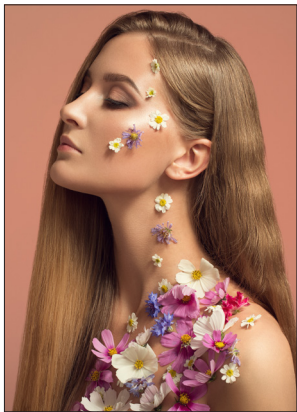
The accompanying 4-page folio will educate the *Global Cosmetic Industry* audience on your thought leadership in an area you wish to push to the forefront.

### GLOBAL COSMETIC INDUSTRY—THE BEAUTY INNOVATOR'S RESOURCE

*Global Cosmetic Industry* is the industry resource for beauty and personal care business and retail insights, trends, market data, ingredients, packaging and best practices for driving innovative products and brands. Brand owners, marketers, executives and product developers worldwide rely on *Global Cosmetic Industry* to help them work faster, smarter and better.

### COVER IMAGE EXAMPLES

Images should be strong, dramatic, fashion oriented and future-forward.  
All cover images need to be vertically oriented.



# MAGAZINE COVER SPONSORSHIP CONT'D

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## The cover sponsorship allows you to provide the image for *Global Cosmetic Industry's* cover.

This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Our editors will help you create a web exclusive specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like.

In addition to appearing in *Global Cosmetic Industry* and on our website, we will provide you a PDF version marketing use.

### WHAT'S INCLUDED

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio, becomes a web exclusive
- Mentioned in editor's note
- Web exclusive included 3x in *Global Cosmetic Industry* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue



Optional Cover Branding—Corner



Optional Cover Branding—Circle



Example 4-Page Folio (this gets converted into a web exclusive)

# MAGAZINE SPONSORED ARTICLE

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## You take ownership of your niche in the industry.

### REACH SUBSCRIBERS WITH MULTI CHANNEL EXPOSURE

- 24,000 Magazine Subscribers
- 20,500 Daily Newsletter Subscribers
- 49,500 Monthly Website Visitors
- 34,500 Registered Website Users

### WHAT'S INCLUDED:

#### MAGAZINE

- Full page ad, exclusive, positioned in article.
- Sponsored by: "Company Logo" on first page of article.
- A 250 word sidebar supplied by the sponsor.

#### DIGITAL MAGAZINE

- Sponsored by: "Company Name" on article summary in "Issue Ready" email.
- Digital Belly Band, linked to article.

#### WEBSITE

- Exclusive ownership of article page for a full year.
- "Sponsored by" Banner on article page.
- Billboard Ad, top position (linked to Branded Content).
- Super Leaderboard, bottom position, (linked to Branded Content).
- Branded Content with Lead Generation (Call to Action—Sample, White Paper, Formulation)—Launched in 2 newsletters with direct leads and marketing inquiries.
- Magazine sidebar included with the sponsored article on the website for 2 months.

#### DAILY NEWSLETTER

- Editorial/Article included in 3 newsletters,  
"Sponsored by Company Name" included in article summary

Must book at least 4 weeks before the magazine ad close date.  
Material is due 2 weeks before the magazine ad close date.



## THE BEAUTY 2020-2030 FORECAST

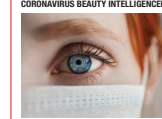
What 2019's results tell us about the next decade in beauty.

This report was prepared as part of the  
GLOBAL COSMETIC INDUSTRY's annual  
Beauty Intelligence Report. It provides  
insight into the industry's future and  
consumer behavior from both  
significant demand and supply-side  
perspectives. The report also  
highlights the underlying drivers of the  
market, and provides a detailed analysis  
of the key trends that will shape the  
future of the industry.

Key findings from the report include:  
• The beauty industry is expected to  
grow at a CAGR of 3.5% over the next  
decade.  
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decade.

For more information, visit  
www.gci-magazine.com

### CORONAVIRUS BEAUTY INTELLIGENCE



A recent report from GlobalWired states that the coronavirus outbreak in China  
has caused a significant impact on the beauty industry. The report highlights the  
impact of the virus on the beauty industry, including the impact on the beauty  
industry's supply chain, the impact on the beauty industry's demand, and the  
impact on the beauty industry's overall growth.

**COSMECEUTICAL POSTBIOTIC**

GLOBAL COSMETIC INDUSTRY®  
The Beauty Innovator's Resource

Ingredient Trends 2020-2021, Part 2  
October 27, 2020 | Cosmetics Insider

Competitive beauty in particular color has been a leading trend for 2020.

UPDATE: Read part 1 here.

The future of beauty innovation will feature technologies drawn from the world's oceans, microbiome-friendly materials, clean and natural alternatives to conventional ingredients, and much more.

A recent report from Research and Markets' outlined several of the factors driving growth for beauty/personal care active ingredients. Notably, the market has witnessed a 32% increase in products made from plant-based extracts.

In addition, the anti-aging segment is expected to lead growth, expanding 6.5% through 2025, generating demand for well-aging technologies. The report has one caveat, however: consumer perception of ingredients can be negatively harmed if illegitimate claims are attached to them. Marketers beware.

Meanwhile, the development and application of ingredient technology is being reshaped by trends that have emerged and the pandemic—many of which will set well beyond the end of the crisis. To illustrate, BASF Care Creations recently produced a capsule collection of seven formulations showing of the defense, pampering and preparative concepts consumers are seeking.

Addressing consumer safety, the Janssen's Jelly Handwash features a fun texture to provide "good fun" and safe removal of dirt and bacteria. With no harsh washing, baby-like, feel-good moisturization is critical and allows the whole family to enjoy maximum group fun while avoiding any dirt and bacteria. The In-Between Care Moisturizing Gel Lotion provides a moisturizing after feel for hand sanitizing between washes.

Protecting the skin remains important. BASF's Elemental Protection Facial Moisturizer can combat environmental damage by protecting and restoring skin. The Bionor Barrier Repair Skin provides hydration while protecting the microbiome and reducing the appearance of fine lines and wrinkles via a plumping effect. Finally, the Skin Care Lotion moisturizing to skin prevents absorption of PM2.5 particles and eucalyptus oil.

With hair care having a higher profile in 2020, BASF's Color Refreshing Cream Cleanser offers a once-a-week surfactant-free hair care formula for between washes. The formula whitens, detangles and conditions while protecting hair color. Meanwhile, the conditioning Saline the Soothe Shampoo cleanses and soothes and replenishes beneficial strains of microbes on the scalp.

**Well-aging & Acne Fighting Inside Out**

Saline has released the results of its first human clinical study on the anti-acne benefit of Lactidormin, the probiotic metabolite derived from its probiotic Lactidormin product. A second published study, in-vitro, reportedly demonstrated the anti-aging potential of this topical ingredient. The company has concluded that Lactidormin is appropriate for skin care applications.

The first study was conducted as a randomized, open-label, comparative study in 64 human volunteers with mild to moderate acne. The research reportedly demonstrated the efficacy of Lactidormin 2% w/w cream in reducing the severity of acne in human volunteers in as little as three days, with the effects comparable to topical peroxide at 3%.

**Most Popular in Ingredients**

- 1. Skin Care
- 2. Hair Care
- 3. Fragrance
- 4. Skincare
- 5. Skincare
- 6. Skincare
- 7. Skincare
- 8. Skincare
- 9. Skincare
- 10. Skincare

**Sponsored**

- 1. ClearScreen™, non-whitening mineral UV dispersions for anti-aging, high performance skin care and color cosmetics — Artimex, LLC
- 2. Lactidormin™, A novel postbiotic for skin care — Saline Cosmetics
- 3. Hemp Hemp Hemp Hemp — Hemp-Derived Natural Emulsifiers — Acme Handmade Co Inc
- 4. Reprovision through dermalytics: Clearing visible cells in the skin — MolecuA Biochemistry

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# MAGAZINE ADVERTISING SPECIFICATIONS

Kim Jednachowski  
New Business Development Manager  
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**GLOBAL  
COSMETIC  
INDUSTRY®**  
The Beauty Innovator's Resource

Reach over 24,000 qualified professionals engaged in building cosmetic & personal care brands.

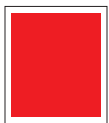
ADVERTISING SIZES | All dimensions are width by height.



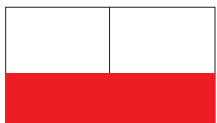
**SPREAD\***  
Trim 16.376" x 10.875"  
416 mm x 277 mm  
Bleed 16.751" x 11.25"  
425 mm x 283 mm



**FULL PAGE\***  
Trim 8.188" x 10.875"  
208 mm x 277 mm  
Bleed 8.438" x 11.125"  
214 mm x 282 mm



**LIVE AREA**  
7" x 10"  
176 mm x 252 mm



**1/2-PAGE  
HORIZONTAL SPREAD\***  
Trim 16.376" x 5.333"  
416 mm x 135 mm  
Bleed 16.626" x 5.458"  
422 mm x 138 mm



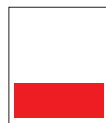
**1/2-PAGE VERTICAL**  
3.333" x 10"  
85 mm x 254 mm



**1/2-PAGE HORIZONTAL**  
7" x 4.833"  
178 mm x 123 mm



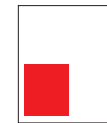
**1/3-PAGE VERTICAL**  
2.167" x 10"  
55 mm x 254 mm



**1/3-PAGE HORIZONTAL**  
7" x 3.167"  
178 mm x 80 mm



**1/4-PAGE HORIZONTAL**  
7" x 2.333"  
178 mm x 59 mm



**1/4-PAGE VERTICAL**  
3.333" x 4.833"  
85 mm x 123 mm



**1/6-PAGE HORIZONTAL**  
7" x 1.0"  
178 mm x 25 mm

**PRINTING:** 4-color (CMYK) sheetfed offset  
**BINDING:** Saddle-Stitched  
**PAPER:** Cover 80# Copy 60#

**PROOFS:** No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards.  
If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

\*Note: Bleeds 1/8" left, right and bottom of spread (add top bleed for Full Page and Spread)

# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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## Electronic Files

### PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your sales representative.

**Professional Tip:** *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

### OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher.  
**Web graphics will not work.**
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

### SENDING FILES

- If your file is 20 MB or smaller, email it to Ethan Grisham at [egrisham@allured.com](mailto:egrisham@allured.com). Please indicate which magazine and issue the ad is for.
- For larger files, send through free large file transfer online services, such as Dropbox, TransferBigFiles, Hightail, etc.



# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

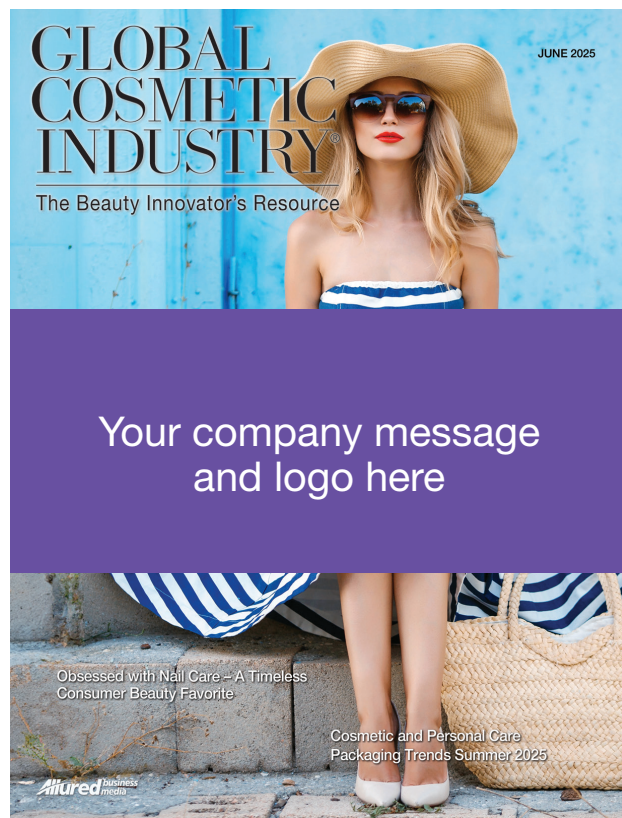
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## DIGITAL EDITION ADVERTISING

Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

Issue Ready Email Ad	300 x 250 px, 72 dpi
Reader Banner Ad	728 x 90 px, 72 dpi
Mobile Banner Ad	320 x 50 px, 72 dpi
Belly Band	8.188" wide x 4"-5" tall

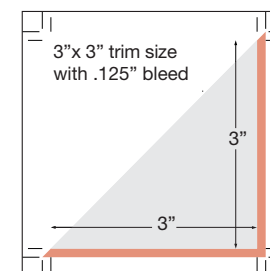
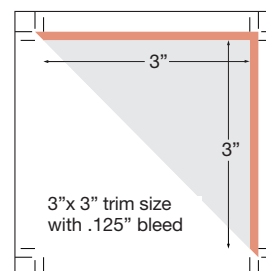


Digital Belly Band

## COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the bottom right (recommended) or the top right corner of the magazine cover.



# PRODUCT LAUNCH SPECIAL

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GLOBAL  
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The Beauty Innovator's Resource

## Spotlight your latest and greatest at the industry's favorite events.

The Product Launch Campaign Special is a great way to let attendees know what you're showcasing at the next event, so that they can ensure they make time to meet you there.

Get access to 21,000 subscribers through our e-blasts, 20,500+ through the daily newsletter and make 100,000 impressions through our Show Daily Program—that's more than 40,000 professionals in beauty & personal care!

### WHAT'S INCLUDED

- Text Ad in *Global Cosmetic Industry* daily newsletter
- Targeted E-blast
- Placement in Show Daily Newsletters (2x)
- Marketing Inquiry Leads
  - » Ensure your launch is at the industry's favorite events
  - » The text ad runs 1 month before the show, the e-blast deploys 2 weeks before the show and the show daily newsletters go out in the days leading up to the show
  - » Materials are due 2 weeks prior to deployment
  - » A custom lead generation form is available upon request

# MAGAZINE DIRECTORY ADVERTISING

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**GLOBAL  
COSMETIC  
INDUSTRY®**  
The Beauty Innovator's Resource

Reach subscribers & attendees with show distribution all year long.

## OUTREACH CAMPAIGN INCLUDES

- Print directory sent to core subscribers.
- Sent to all bartered show distributions in the following calendar year.

## ADVERTISING INCLUDES

- An ad in the print directory with bold listings.
- Online company profiles will be linked to content from your company published on the *Global Cosmetic Industry* website.
- Full page profiles included in the print directory
- Reserve a full page and receive a free full page company profile in-print and online.

## SHOW DISTRIBUTION

### PRINT

- LuxePack LA & NY
- MakeUp in LA & NY
- in-cosmetics global
- NYSCC Suppliers' Day
- Cosmoprof North America (Miami & Las Vegas)
- CASC Suppliers' Day



## Control the conversation while amplifying your brand awareness.

This is your opportunity to **educate beauty professionals** on your cosmetic offerings, demonstrate thought leadership and build trust within the industry. Provide in-depth information on your products, including benefits and best practices, or talk about how you continue to positively impact the industry.

### 2-PAGE ADVERTORIAL

A 2-page layout will fit approximately 800–1,000 words, 2-3 images and one headshot.

### WHO YOU REACH

Qualified Beauty Professionals across multiple media channels.

- 24,000 Magazine Subscribers
- 20,500 Daily Newsletter Subscribers
- 34,500 Registered Website Users
- 49,500 Monthly Website Visitors
- 151,000+ Social Media Followers

### WHAT'S INCLUDED

- Placement in the magazine
- 10 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as “Sponsored”
- 60 day marketing push marketed as a Web Exclusive
- Web exclusive included 3x in the daily newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media
- PDF content asset for your website and marketing purposes
- Automated Reporting

### 1-PAGE ADVERTORIAL

A 1-page layout will fit approximately 400–600 words, 1–2 images and one headshot.

### WHO YOU REACH

Qualified Beauty Professionals across multiple media channels.

- 24,000 Magazine Subscribers

### WHAT'S INCLUDED

- Placement in the magazine
- 5 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as “Sponsored”
- PDF content asset for your website and marketing purposes

*\*Supplied: You supply production ready content & images, we lay out the article.*

*\*\*Q&A Interview: You participate in an interview & supply images. We write, edit & lay out the article.*