

# MAGAZINE SPONSORED ARTICLE

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The Beauty Innovator's Resource

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- Full page ad, exclusive, positioned in article.
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#### DIGITAL MAGAZINE

- Sponsored by: "Company Name" on article summary in "Issue Ready" email.
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#### WEBSITE

- Exclusive ownership of article page for a full year.
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- 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  
GCI® 2020 Forecast. It provides a  
comprehensive overview of the  
beauty industry's future, based on  
the latest market research and  
industry trends. The report is  
designed to help beauty companies  
understand the market and make  
informed decisions about their  
future strategy.

**Key Findings:**  
• The beauty industry is expected to grow at a steady pace over the next decade.  
• The market is becoming more competitive, with new entrants and established players vying for market share.  
• The industry is becoming more focused on sustainability and ethical sourcing.  
• The market is becoming more diverse, with a growing focus on inclusivity and representation.

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### CORONAVIRUS BEAUTY INTELLIGENCE



A recent report from Cosmetics Intelligence® states that the coronavirus outbreak is a time of great change for the beauty industry. The report highlights the impact of the pandemic on the industry, including the closure of retail stores and the shift to e-commerce. The report also discusses the impact of the pandemic on consumer behavior, including a focus on self-care and wellness. The report concludes that the beauty industry is resilient and will continue to thrive in the post-pandemic world.

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**COSMECEUTICAL POSTBIOTIC**

**GLOBAL COSMETIC INDUSTRY**  
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**Ingredient Trends 2020-2021, Part 2**  
October 27, 2020 | Cosmetics Intelligence

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CleanScreen™, non-whitening mineral UV dispersions for anti-aging, high performance skin care and color cosmetics  
— Artimex, LLC  
LactiGlow™, A novel postbiotic for skin care  
— Sabinsa Cosmetics  
Hemp Hemp Hooray!™ - Hemp-Derived Natural Emollients  
— Acme Handcraft Co Inc  
Rejuvenation through dermalytics: Clearing visible cells in the skin  
— Mibelle AG Biochemistry

**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 30% 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 Jamar® Jelly Handwash features a fun texture to provide "gross 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 gross fun while avoiding away 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 irritants by hydration and soothe skin, while the Bioré Barrier Repair Skin provides hydration while protecting the microbiome and reducing the appearance of fine lines and wrinkles via a plumping effect. Finally, the Bioré Care Lotion moisturizing to help prevent irritation of PMU 2.5 particles and eugenol irritate.

With hair care having a higher profile in 2020, BASF's Color Refreshing Color Creamer offers a once-a-week surfactant-free hair care formula for between washes. The formula softens, detangles and conditions while protecting hair color. Meanwhile, the conditioning Salience the Soothe Shampoo controls sebum production and replenishes beneficial strains of microbes on the scalp.

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

Sabinsa has released the results of its first human clinical study on the anti-acne benefit of LactiGlow, the postbiotic metabolite derived from its probiotic LactiGlow product. A second published study, in-vitro, reportedly demonstrated the anti-aging potential of this topical ingredient. The company has concluded that LactiGlow 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 that efficacy of LactiGlow 2% w/w cream in reducing the severity of acne in human volunteers is as little as three days, with the effects comparable to topical benzoyl peroxide 3.5%.