

VIDEO INTERVIEW

Kim Jednachowski
New Business Development Manager
kjednachowski@allured.com
630-344-6054
www.GCImagazine.com

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

Connect with *Global Cosmetic Industry's* audience by including your brand among industry experts.

Facilitate intimate video conversations with beauty industry experts on trends, challenges and opportunities facing the market.

CHOOSE YOUR PREFERRED METHOD OF EDUCATING THE INDUSTRY:

- Sponsor provides an industry expert to participate in a 5-minute editorial video interview exclusively focused on the supplier's product innovation.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

WHO YOU REACH

Qualified Beauty Professionals across multiple media channels.

- 24,000 Magazine Subscribers
- 20,500 Daily Newsletter Subscribers
- 21,500 Dedicated E-blast Subscribers
- 34,500 Registered Website Users
- 49,500 Monthly Website Visitors
- 151,000+ Social Media followers

THE PROGRAM

4-week Lead Generation and branding ride along. The Video Interview campaign includes the following:

- Posted 3x in the daily newsletter
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes an e-blast to qualified subscribers

DIRECT LEADS & REPORTING

- Anyone who selects "Watch" to see the videocast will generate a lead
- Daily updated leads report for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

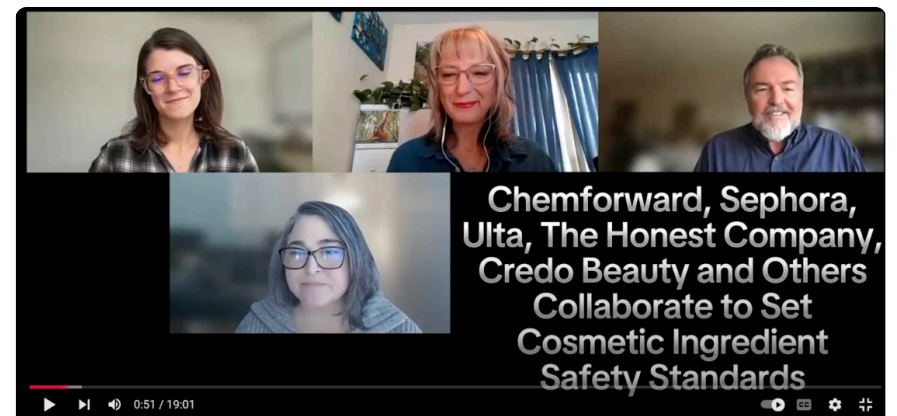
*Must book at least 8 weeks before run date.
Material is due 4 weeks before run date.*

Media Kit 2026 *Global Cosmetic Industry* | www.GCImagazine.com

HOME > BRANDS & PRODUCTS > NEWS

[video] How Well Do We Know Our Beauty Ingredients? ChemForward, Sephora, Ulta, The Honest Company, Credo Beauty and More Have Some Answers.

Oct 22nd, 2024 | From Chemforward



How well do we know our **beauty ingredients**? According to a new report from **Chemforward, Sephora, Ulta, The Honest Company** and Credo Beauty, there may still be some work to do. Chemforward and its brand and retail partners have built reports for each that assess how complete the **safety** data is for given cosmetic ingredients—and to determine where there are data gaps. The goal is to equip product developers with as much hazard data as possible to help them choose the safest ingredients for the task at hand or identify potential ingredients of concern. Now, through its Know Better, Do Better (KBDB) Collaborative, in partnership with these partners, including suppliers like Inolex and Dow,

MATERIAL NEEDED

Logo (300 dpi) & Company Name to be listed.
Please include name and title of speaker(s).