

VIDEO INTERVIEW

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**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

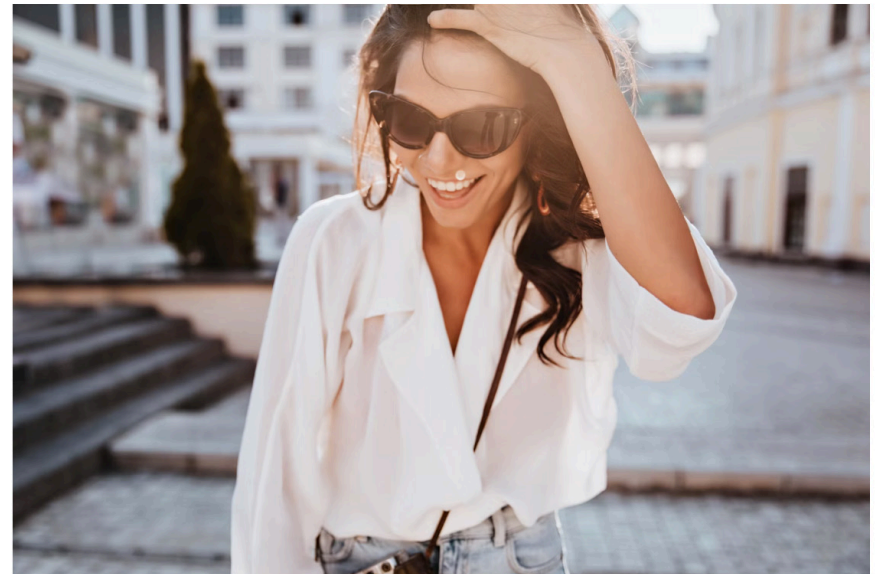
*Must book at least 8 weeks before run date.
Material is due 4 weeks before run date.*

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

HOME > BRANDS & PRODUCTS > SKIN CARE

Zenakine: the Beauty Ingredient That Makes You Smile (Literally)

Sep 2nd, 2025 | From **Croda Inc**



Designed to connect skin health with emotional well-being, this ingredient is here to help the skin bounce back from stress, improve sleep and leave the user looking rested and radiant.

Look! at Adobe Stock

THIS VIDEO IS SPONSORED BY: **Croda Inc**

What if skin care could boost not just consumers' glow but also their mood? Meet Zenakine,

MATERIAL NEEDED

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