

Cosmetics & Toiletries

The Definitive Peer-Reviewed Cosmetic Science Resource



The cosmetics R&D industry is setting new benchmarks for beauty, engineering ingredients to enhance cellular communication and longevity, optimizing biotech to advance sustainability, and reformulating products for higher performance—ultimately to boost skin and hair health benefits.

Biohacking connections between mind-body beauty (e.g., emotions, sleep, etc.) is another active area of research and future development, elevating beauty to a therapeutic level. Many of these efforts are AI-driven, speeding innovation further, deeper and more precisely to meet beauty consumer needs.

Cosmetics & Toiletries (C&T) is positioned at the forefront of these developments, informing and inspiring cosmetic scientists and R&D leaders who are shaping future products. From ingredient launches, formulating expertise and regulatory updates, to testing insights, research news and the trends shaping them all, C&T delivers mission-critical information to revolutionize beauty.

Join us as we push the boundaries of innovation.

Rachel Grabenhofer

Rachel Grabenhofer, ELS
Managing Scientific Editor, *Cosmetics & Toiletries*



What is Cosmetics & Toiletries?

Cosmetics & Toiletries is the leading international, peer-reviewed B2B resource for cosmetic chemists and scientists, formulators, product developers, researchers and R&D managers at cosmetic manufacturing companies worldwide. The brand delivers content via multimedia channels including: magazine (print and digital), website, social media, newsletters, webcasts/webinars, audio/podcasts, video/vlogs, e-books and online directory.

The brand curates highly technical, vetted content to hone formulation expertise; disseminate chemistry and biology research; illustrate test methods and processes; and provide crucial safety and regulatory updates. It also delivers short-form news daily and web exclusives to keep readers informed of industry developments such as ingredient and product launches, regulatory alerts and more.

Additionally, *Cosmetics & Toiletries* launched the *Allië* Awards in 2022 which honor R&D excellence in cosmetics and personal care.

The Stakes Are High

The beauty and personal care market is valued at **\$557.24 billion**.*

The industry is projected to expand at a **CAGR of 7.15%** between 2023–2030 to reach **\$904.25 billion**.*

Cosmetics & Toiletries provides you with unparalleled access, exposure and reach to our audience. Strategically tailoring a yearlong campaign that aligns with your goals is a good way to navigate an ever evolving industry.

*Source: LinkedIn, Grand View Research

Generate long-term momentum for your brand with Continuity Programs from *Cosmetics & Toiletries*.

Customized advertising packages are designed to be flexible and tailored to your needs and budget. These programs work most effectively when recommended products align best with *your* brand and product goals.

Maintaining continued engagement with a targeted audience is an essential part of an optimized strategy. You build stronger brand loyalty with consistency in messaging throughout the year and it provides the greatest opportunity to achieve a solid return on investment (ROI).

IMPACT CAMPAIGNS

The name says it! Impact campaigns are hard hitting and ideal for launches or rebranding efforts.

The strategy begins with awareness ads, builds audience education and excitement, and concludes with conversion-focused appeals for action.

FREQUENCY (AWARENESS) CAMPAIGNS

Can you repeat that?

Frequency campaigns build brand awareness and recognition through repetition, using varied but consistent branding materials to keep your brand top of mind, foster organic growth, and prime audiences for conversions.

DOMINANCE CAMPAIGNS

A dominance campaign saturates media and positions you as an industry thought leader.

It focuses on strategic items aligned with this goal and emphasizes tailored content to outperform competitors.

Please contact Jolly to talk about how a Continuity Program can work for your brand.

AUDIENCE WHO WE REACH

Jolly Patel

New Business Development Manager

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www.CosmeticsandToiletries.com

Cosmetics &Toiletries®

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Subscribing Companies

3M Co.	The Estée Lauder Cos.	Marico Ltd.
Abbott Laboratories	Function of Beauty	Markwins Beauty Brands
AbbVie	Galderma	Mary Kay Inc.
About Face	Glossier	Milk Makeup
Aēsop	Godrej	Natura
Allergan Inc.	GOJO Industries	Neutrogena
AmorePacific	Good Housekeeping Institute	N°7 Beauty
Amway	Good Molecules	Nu Skin
Aveda	Goodier Cosmetics	Olaplex
Avon	Grupo Boticário	Olay
Bath & Body Works	GSK Consumer Healthcare	Oriflame
Beiersdorf AG	Guthy Renker	Pfizer
Belcorp SA	Henkel	Pola Orbis Holdings Inc.
Bobbi Brown	Hermès Parfums Beauté	Procter & Gamble
Bread Beauty	Ilia Beauty	Prose
Burt's Bees	J&J Consumer Products	Proya Cosmetics
Caudalie	Jahwa	Puig
CHANEL Inc.	John Paul Mitchell Systems	Rare Beauty
Charlotte Tilbury	Kao Brands Co.	Revlon
Church & Dwight	Kenvue	Rodan + Fields
Clarins Group	Kimberly-Clark Corp.	Sanofi
Colgate-Palmolive	KOSÉ Corp.	S.C. Johnson
COSMAX	L'Oréal	Shiseido
COTY	Laboratoires Pierre Fabre	Suave
Dabur India	LG Household &Health Care	The Body Shop
Darphin	L'Occitane	The Himalaya Drug Company
DECIEM	Lumene	Unilever
Dolce & Gabbana	LUSH Fresh	VEGAMOUR
Drunk Elephant	Handmade Cosmetics	Victoria's Secret
Dyson Technology	LVMH Recherche Parfums	Walgreens Boots Alliance
Edgewell Personal Care	et Cosmétiques	Wella
E.L.F.	Madison Reed	Yanbal
Elizabeth Arden	Maesa	Yves Rocher

Primary Market Reach

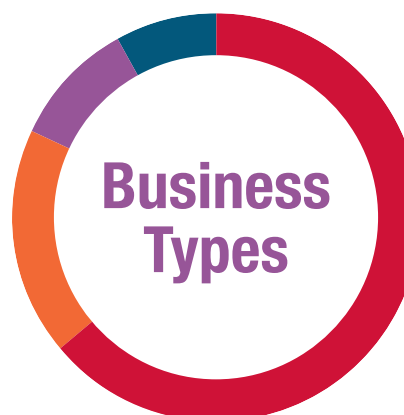


40% Formulating & Product Development

33% R&D Management & Corporate Management

21% Consulting, Marketing & Purchasing

6% Allied to the Field



64% Consumer Products Marketer/Manufacturer & Contract Manufacturer

18% Suppliers: Ingredients, Equipment, Testing Services

10% Consulting

8% Allied to the Field

AUDIENCE HOW WE REACH THEM

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Cosmetics & Toiletries

is the leading multi-channel information platform to reach unique R&D professionals.



Magazine Subscribers

20,000



Newsletter Subscribers

22,000



Dedicated E-blast

17,000



Partner Solutions E-blast

23,500



Website Visitors (Monthly Avg.)

48,500

Registered Website Users: **44,500**



Social Media Followers

77,500+

AUDIENCE PURCHASING POWER

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Purchasing Power

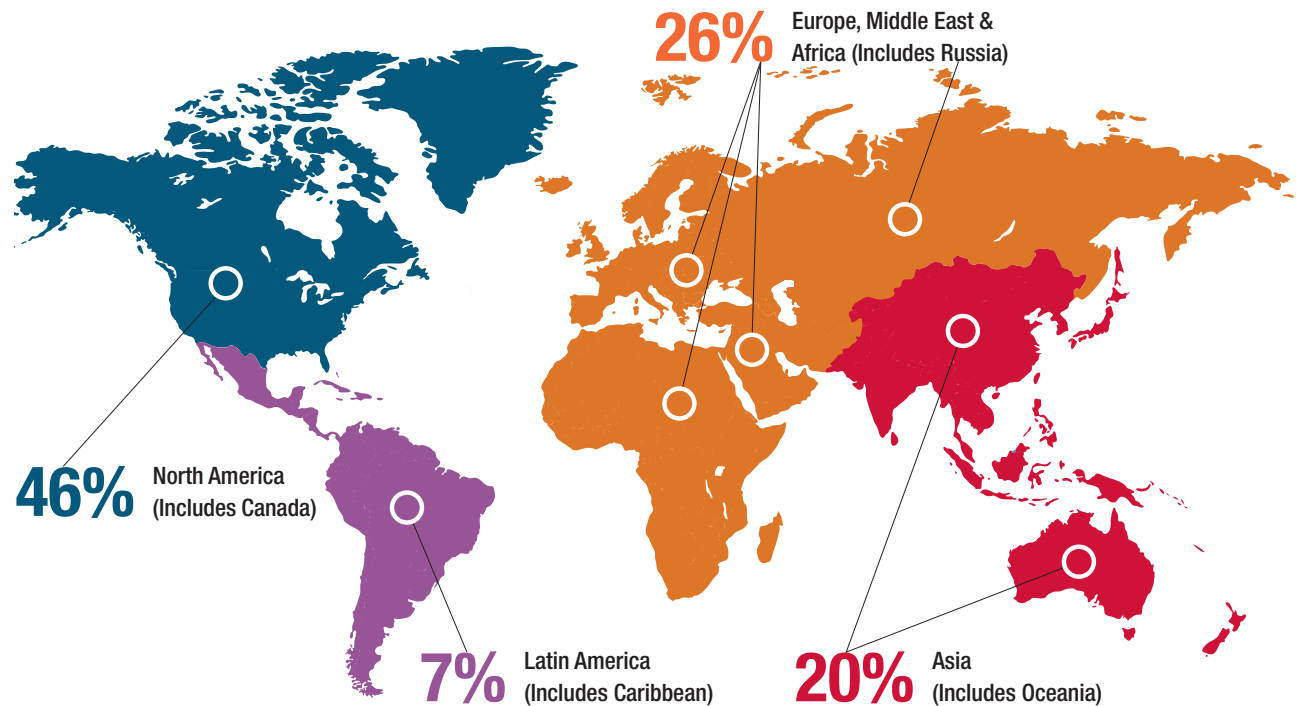
89%

Reached are the
Sole Decision Maker,
Part of a Decision
Making Team
or Influence
Decision Makers

Most important factors when selecting cosmetic ingredients:

1. Technical Documentation
2. Clinical Study/in-vivo data
3. Cost
4. Novelty/Innovation
5. Ease of Formulating

Purchaser Locations



52% say that Trade Media and Events are their
#1 source when selecting cosmetic ingredients.

46% United States

54% Rest of the World

**Publisher's Data*