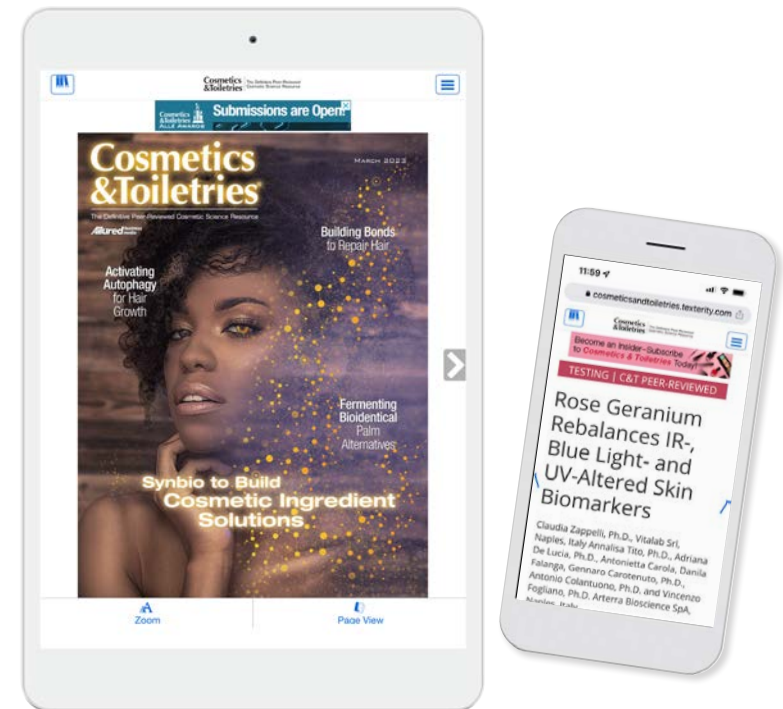


Make an Impact With 21,000 R&D Professionals That Read In-depth Articles on Cosmetic Research

Advertise in this highly regarded, peer-reviewed scientific publication.



Print Edition



Digital Edition

MAGAZINE EDITORIAL ADVISORY BOARD

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
&Toiletries®**
The Definitive Peer-Reviewed Cosmetic Science Resource



It feels like we're in a "Beauty Renaissance," with three key muses. Holistic beauty, for one, encompasses the microbiome, nutricosmetics, mental wellness, human diversity, skin and hair health, personal values, etc.. These concepts helped to inspire the second: sustainability, pushing the environment to the forefront and driving the use of fermentation, upcycled ingredients, zero waste packaging and more.

The third I would call technical innovation — be it synthetic biology for ingredient engineering; technologies to elucidate and target mechanisms of biology; even digital technologies to scan and assess skin needs, create personalized solutions and share them across all the major socials in the metaverse.

It's difficult to imagine where inspiration will strike next but we know you're already working on it — and we'll be right there to share your creative visions to inspire future product developers.

We hope you'll join us.

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



Eric Abrutyn
Owner/Consultant
TPC2 Advisors



Anne-Sophie Brillouet
Senior Director, R&D Skin Health
Kenvue
(previously J&J Consumer Health)



Jean-Christophe Choulot, Ph.D.
R&D Manager
Caudalie



Kelly Dobos
Cosmetic Chemist and Consultant
University of Cincinnati



Zoe Diana Draelos, M.D.
Dermatologist and Consultant
Dermatology Consulting Services



Angela R. Eppler, Ph.D.
Senior Principal Scientist
Haleon (formerly GSK)



Trefor A. Evans, Ph.D.
Director & Fellow and Founder & Principal
TRI-Princeton and T.A. Evans Inc.



S. Peter Foltis
Independent Consultant



Mindy Goldstein, Ph.D.
Mindy S. Goldstein Ph.D. Consulting



Hemali Gunt, Ph.D.
Head of Clinical Scientific Affairs
Burt's Bees



John Jiménez
Senior Researcher
Belcorp Colombia



Karl Laden, Ph.D.
Technical Manager
Alpa Cosmetics



Howard I. Maibach, M.D.
Dermatologist and Professor
University of California, San Francisco



Prithwiraj Maitra, Ph.D.
Executive Director, Consumer Goods
& Skin Care
AbbVie



Jennifer Marsh, Ph.D.
Research Fellow
Procter & Gamble



Marc Pissavini, Ph.D.
Basic Research Director
Coty-Lancaster Monaco



Luigi M. Rigano, Ph.D.
Owner and CEO
L. Rigano Labs and Rigano Industrial Consulting and Research



Steve Schnittger, Ph.D.
Consultant with expertise in Microbiology
and Fermentation in R&D
The Estée Lauder Companies (Retired)



Leslie Smith, Ph.D.
Chief Scientific and Regulatory Officer
La Perla Beauty



Ron Sharpe
Research Fellow-Open Innovation
Amway Health and Beauty



Katerina Steventon, Ph.D.
Director and Consultant
Skincare Consultancy Ltd. and UK Cosmetics Cluster



Akshay Talati, Ph.D.
VP Product Development and Research
Innovation
Goop



Peter Tsois
Vice President, Skincare R&D
The Estée Lauder Companies



Debbie Waite
Co-Chief Executive Officer
Steinberg & Associates



Shuliang Zhang, Ph.D.
Senior Director, R&D
Coty Testing Institute



Tao Zheng, Ph.D.
Director of Material Science & Makeup
Charter Innovation
The Estée Lauder Companies

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **Cosmetics & Toiletries'** media universe throughout the year.

Jolly Patel
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JAN THEMES

SUSTAINABILITY

- Upcycled
- Biodegradable/Low Carbon
- Naturals

SKIN HEALTH, MICROBIOME

- Moisturization
- Anti-stress
- Immunity

EXPERT OPINIONS (DM)*

- Advancing Skin Health

Allé Awards:

Finalist Shortlist Announced

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 09/01/23
Ad Close: 12/08/23

FEB THEMES

SUN CARE AND PHOTO-AGING

- UV Filters/SPF Boosting
- Antioxidants and Actives
- Claims Testing

SENSITIVE SKIN

- Anti-inflammation
- Barrier Defense
- Neurocosmetics

EQUIPMENT & DEVICES

- Lab, Scale-up and Production

EXPERT OPINIONS (DM)*

- Sun and Skin Protection and Detection
- Innovations in Equipment and Devices

Allé Awards:

Finalist List with Full Descriptions

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 10/02/23
Ad Close: 01/05/24

Bonus Distribution:

Cosmoprof Bologna (DM)*
Midwest SCC TEAMWORKS (DM)*
Beauty Accelerate

MAR THEMES

WELLNESS/WEll AGING

- Psychodermatology
- Blue Light/Pollution Protection
- Actives (HA, Retinol, Alternatives, etc.) and Delivery

HAIR & SCALP CARE

- Skinification
- Conditioning
- Anti-hair Loss

EXPERT OPINIONS (DM)*

- Hair and Scalp Solutions

Allé Awards:

Finalist Shortlist with Judges' Commentary

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 11/01/23
Ad Close: 02/05/24

Bonus Distribution:

in-Cosmetics Global

APR THEMES

BIOTECH IN BEAUTY

- Bioferments
- Pro/Postbiotics
- Replacement Ingredients

COLOR COSMETICS

- Coverage and Soft Focus
- Benefit Ingredients (SPF, Anti-aging)
- Inclusive Beauty

EXPERT OPINIONS (DM)*

- Color Cosmetics Innovation

Allé Awards:

Winners Announced, Call for 2025 Entries Begins

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 12/01/23
Ad Close: 03/08/24

Bonus Distribution:

NYSCC Suppliers' Day

MAY THEMES

ANTI-AGING & INFLAMMATION

- Actives for Senescence, Anti-wrinkles & Inflammaging
- Skin Brightening/Toning
- Testing Tools

SCALP COMFORT/CARE, MICROBIOME

- Anti-hair Loss
- Dandruff and Itch
- Sebum/Moisture Control

EXPERT OPINIONS (DM)*

- Answers to Inflammaging and Aging

Allé Awards:

Celebration, Event Photos & Winner Comments

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 01/02/24
Ad Close: 04/08/24

Bonus Distribution:

Anti-ageing Skin Care/Sun Protection (DM)*

JUN THEMES

HAIR CARE - SILICONES AND SURFACTANTS

- Conditioning and Repair
- Textured Hair
- Mild Cleansing

SKIN/SUN PROTECTION

- Barrier Care/Antioxidants
- Photostabilizers
- Microbiome

EXPERT OPINIONS (DM)*

- Hair Conditioning and Care

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 02/02/24
Ad Close: 05/06/24

Editorial content is subject to change.

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

*(DM) - Digital Magazine

MAGAZINE MEDIA PLANNER CONT'D

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JUL/AUG THEMES

CIRCULAR & RESPONSIBLE BEAUTY

- Sustainable and Transparent
- Clean, Simple, Vegan and Certified
- Green Processing

HOLISTIC SKIN CARE

- Traditional Medicine and Herbs
- Sleep and Immunity
- Emotional Beauty

EXPERT OPINIONS (DM)*

- Responsible Beauty Solutions

Product Roundup:
Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 03/01/24
Ad Close: 06/10/24

AUG ONLINE ONLY!

FORMULATING BASICS

- Preservatives
- Antioxidants
- Microbio, Stability Testing

EXPERT OPINIONS (DM)*

- Formulating Basics

Magazine Due Dates

Editorial: 04/01/24

SEP THEMES

MICROBIOME, SKIN BARRIER HEALTH

- Mild and Microbiome-friendly
- Repair and Hydration
- Acne and Sebum

NATURE-INSPIRED/ NATURAL

- Natural Thickeners
- Silicone Replacements
- Alternative Preservation

EXPERT OPINIONS (DM)*

- Care for Compromised Skin

Product Roundup:
Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 05/01/24
Ad Close: 08/06/24

Bonus Distribution:
34th IFSCC Congress

OCT THEMES

SKIN RADIANCE/TEXTURE

- Pore Control
- Skin Glow and Color Effects
- Elasticity and Smoothness

HAIR REPAIR & PROTECTION

- Film Formers
- Mild Surfactants
- Keratin and Repair Agents

EXPERT OPINIONS (DM)*

- Well Aging and Radiance

Product Roundup:
Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 06/03/24
Ad Close: 09/06/24

NOV/DEC THEMES

BODY CARE & HYGIENE

- Emollients and Moisturizers
- AP/Deo and Oral Care
- Anti-aging/Actives

DIGITAL TECHNOLOGIES

- A.I. and Apps
- Personalization Platforms
- Software Solutions

EXPERT OPINIONS (DM)*

- Digital Beauty Solutions

Product Roundup:
Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 07/01/24
Ad Close: 10/07/24

Bonus Distribution:
78th SCC Annual Meeting

DEC ONLINE ONLY!

MULTIFUNCTIONAL SOLUTIONS

- Polymers
- Fragrance
- Naturals

EXPERT OPINIONS (DM)*

- Multifunctional Solutions

Product Roundup:
Ingredients, Equipment
& Services

Magazine Due Dates

Editorial: 08/01/24

Editorial content is subject to change.

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***(DM) - Digital Magazine**

MAGAZINE PRODUCT ROUNDUP

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

Cosmetics &Toiletries®

The Definitive Peer-Reviewed Cosmetic Science Resource

Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Cosmetics & Toiletries*' 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 mid-month "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *Cosmetics & Toiletries'* **website** and will be included in the monthly Product Roundup feature page on *www.CosmeticsandToiletries.com*
4. Highlights of the Product Roundup featured page will be promoted via *Cosmetics & Toiletries'* 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.

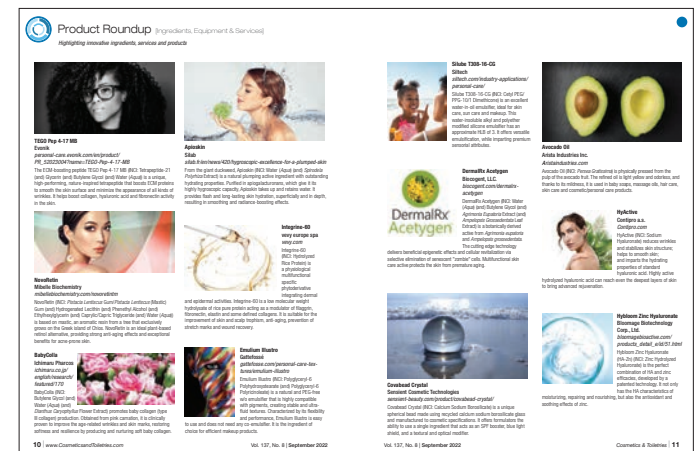
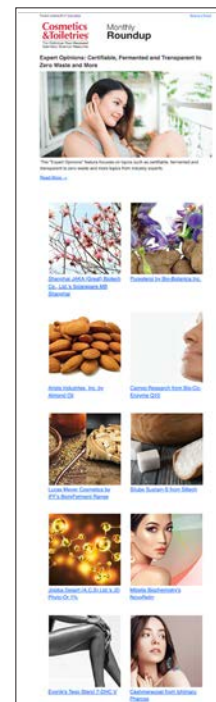
Qualification for the Product Roundup Program

1. Schedule a minimum 4x display ad program in *Cosmetics & Toiletries* magazine in 2024.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

Material Specifications and Deadlines

Qualifying advertisers will receive an email 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, maximum resolution: 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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Business Development Manager
jpatel@allured.com
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www.CosmeticsandToiletries.com

**Cosmetics
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The Definitive Peer-Reviewed Cosmetic Science Resource

Showcase Your Expertise in the Cosmetics R&D Industry and Align Your Brand With *Cosmetics & Toiletries* as an Industry Leader

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

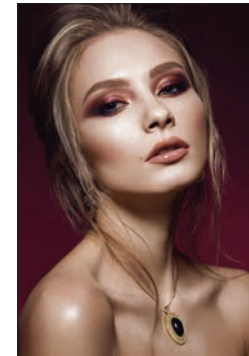
Cosmetics & Toiletries - The Definitive Peer-Reviewed Cosmetic Science Resource

Cosmetics & Toiletries is the definitive resource delivering in-depth, peer-reviewed technical content within the context of current market trends. It empowers R&D professionals to imagine and invent cosmetics and personal care products with targeted technical coverage of relevant biology, chemistry & formulating techniques as well as reviews of product safety, regulatory issues and efficacy testing for today and tomorrow.

Cover Image Examples

Images should be dramatic and bold. The subject matter can vary drastically, but always directly reflects the primary feature story.

All cover images need to be vertically oriented when possible.



Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →



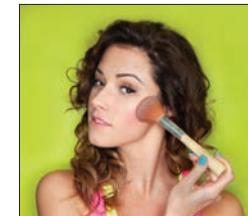
Final Cover Image -
Enlarged and cropped to fit
the vertical format.
Photoshop elements added
relating to the article.



Original Image →



Final Cover Image -
Enlarged, cropped, color
shifted and manipulated in
Photoshop to add a scientific
element relating to the article.



Original Image →



Final Cover Image -
Enlarged and cropped.
Manipulated in Photoshop
to add a scientific element
relating to the article.

MAGAZINE COVER SPONSORSHIP CONT'D

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Business Development Manager
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630-344-6061
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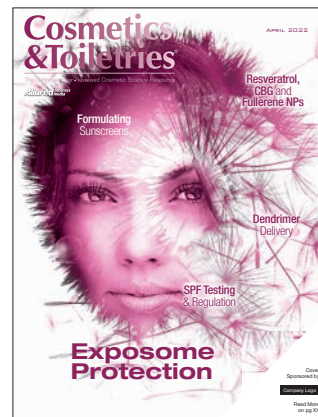
The cover sponsorship allows you to provide the image for *Cosmetics & Toiletries*' cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Inside the magazine our editors will help you create a 4-page story 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 going into the pages of *Cosmetics & Toiletries* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio
- Mentioned in editor's note
- Included 1x in *Cosmetics & Toiletries* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

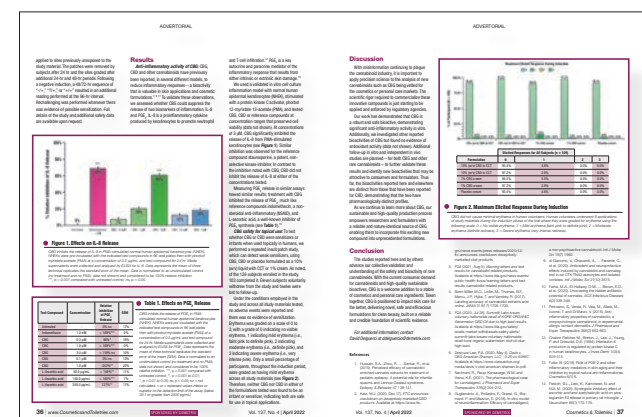
Rate: \$21,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

MAGAZINE SPONSORED ARTICLE

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

**Cosmetics
&Toiletries**
The Definitive Peer-Reviewed Cosmetic Science Resource

With a Sponsored Article Campaign, You Take Ownership of a Category by Aligning Your Brand With Experts in the Industry

Reach Subscribers with Multi Channel Exposure

- 21,000 Magazine Subscribers
- 23,600 Daily Newsletter Subscribers
- 102,300 Monthly Website Visitors
- 49,400 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 (Direct leads and marketing inquiries included for 2 months)
- Magazine sidebar included with the sponsored article on the website.



Sponsored Article

Sponsored Sidebar



Sponsored Digital Belly Band

Newsletter

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

Rate: \$10,000

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

MAGAZINE ADVERTISING SPECIFICATIONS

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

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The Definitive Peer-Reviewed Cosmetic Science Resource

Reach Over 21,000 Qualified Subscribers Dedicated to Cosmetic & Personal Care R&D

Printing: Four-color (CMYK) sheetfed offset

Binding: Saddle-stitched

Paper: Cover 80# Body 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.

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"
215 mm x 282 mm



Live Area

7" x 10"
176 mm x 252 mm



1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/3-page vertical

2.167" x 10"
55 mm x 254 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm



1/2-page horizontal

7" x 4.833"
178 mm x 123 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



Full-page insert

8.438" x 11.125"
215 mm x 283 mm

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

Jolly Patel
Business Development Manager
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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.
- Please 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. Please indicate which magazine and issue the ad is for.

- For larger files, send through free large file transfer online services, such as Dropbox, WeTransfer, TransferBigFiles, etc.

DIGITAL EDITION ADVERTISING

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

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.

