

VIDEO INTERVIEW

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

Connect with *Cosmetics & Toiletries*' audience by including your brand among industry experts.

Facilitate intimate video conversations with industry experts discussing formulation, product development & innovation for the cosmetic & personal care industry.

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 R&D Professionals across multiple media channels.

- 20,000 Magazine Subscribers
- 22,000 Newsletter Subscribers
- 17,000 Dedicated E-blast Subscribers
- 44,500 Registered Website Users
- 48,500 Monthly Website Visitors
- 77,500 Social Media followers

THE PROGRAM

4-week Lead Generation and branding ride along.

The Video Interview campaign includes the following:

- Posted 3x in the 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

MATERIAL NEEDED

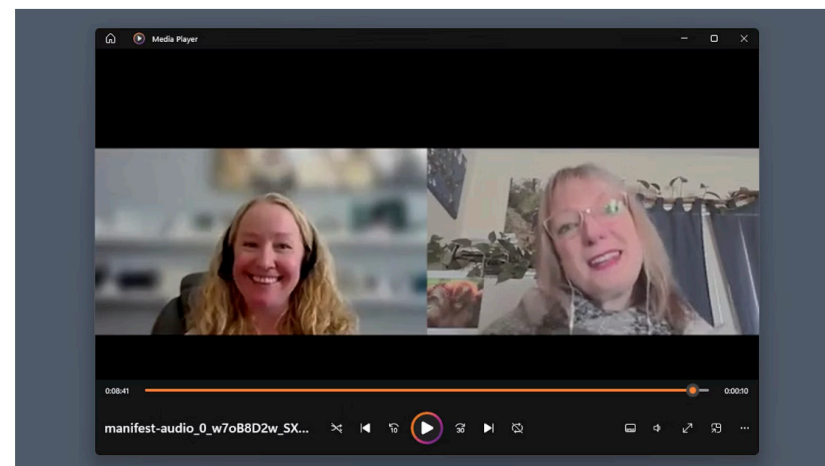
Logo (300 dpi) & Company Name to be listed.
Please include name and title of speaker(s).

SPONSORED

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[video] Elevating Performance and Sensory Innovation in Eco-friendly APs/Deos: A *C&T Allē* Award Winner

May 30th, 2025 | By Rachel Grabenhofer, Cosmetics & Toiletries | From **INOLEX, Incorporated**



THIS VIDEO IS SPONSORED BY: **INOLEX, Incorporated**

Antiperspirant and deodorant innovation is entering a new phase, prioritizing **sensory** experiences as well as performance and **eco-friendly** ingredients. Products have moved beyond mere silicone- and aluminum-free formulas, toward biodegradable and natural