

Skin Inc.

The Choice for Serious Skin Care Spa Professionals & Owners



THESE ARE INTERESTING TIMES.

Spa and wellness are tasked with both weathering and keeping people anchored during these uncertain times. Tariffs and the shadow of a possible recession loom over us, which makes having a trusted, long-enduring resource to turn to for industry news all the more imperative.

While spa and wellness are fortunate enough to have a lot of gifted, aspirational up-and-comers in the arriving generations of young industry professionals, the rapidly-changing topography can leave a lot of people struggling to pin down what it is they need to know, and questioning what it is they may not know to ask.

On top of that, the evolving regulatory landscape means that even estheticians and spa professionals who feel like they're on solid ground, could be looking at a changing environment.

The career path in spa and wellness can be a winding one—once someone becomes a licensed esthetician, the world is their oyster: work behind the chair in one of spa's dynastic chains, become a business owner, become an educator and advocate. Their adaptable and growth-oriented natures have always been spa and wellness professionals' distinguishing characteristics.

What everyone can do with a little more of, is stability, and what breeds stability more than credibility and consistency? *Skin Inc.* has been serving skin care and spa professionals for decades, and now with a home for wellness, *Skin Inc.* is better positioned than ever to keep professionals on the industry's cutting-edge with whatever they may need in whatever stage of their career they're at. From where to open your business to preparing for the fallout of the current economic climate, from the best ways to prep a client's skin for an important event to transitioning to eco-friendly, sustainable practices, *Skin Inc.* is there for you—just like it always has, just like it always will be.

Kitty Lin
Kitty Lin
Managing Editor, Skin Inc.

What is *Skin Inc.*?

Skin Inc. is the preeminent professional resource for advancing skin care spa business through the science, business technology and technique behind treatments and products. We inspire better skin care, so practitioners and owners can take their careers to new heights.

The Stakes Are High

Skin care is an ever-growing market, expected to see a **CAGR of 6.68%** on a global scale into 2032 to reach **194.055 billion**.*

Within that market, professional skin care is expected to grow 5% through 2031,** and leading that growth is product innovation and growing concern about skin care issues. When asked about sources for product information 55% of consumers said they rely on beauty professionals.*** Partnering with *Skin Inc.* 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.

Sources:

*www.fortunebusinessinsights.com/skin-care-market-102544

**www.researchandmarkets.com/reports/5011354/global-professional-skincare-market-2021-2025

***<https://www.forbes.com/sites/hbsworkingknowledge/2019/12/13/how-influencers-are-making-over-beauty-marketing/?sh=4e00c5831203>

2026 CONTINUITY PROGRAMS

NEW!
IN 2026

Perri Polowy
New Business Development Manager
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SKIN INC.
The Choice for Serious Spa Professionals & Owners

Generate long-term momentum for your brand with Continuity Programs from *Skin Inc.*

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 Perri to talk about how a Continuity Program can work for your brand.

AUDIENCE WHO WE REACH

Perri Polowy
New Business Development Manager
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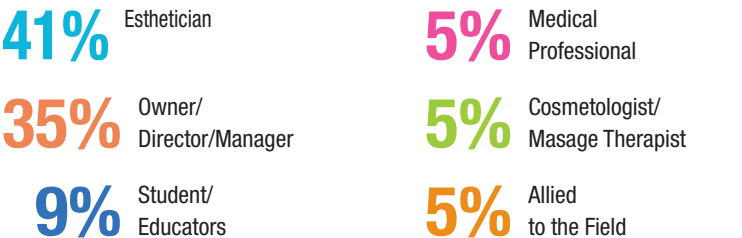


Subscribing Companies

Allya	HeyDay	Tricoci Salon & Spa
AvantGard Spa	International Orange	Woodhouse Day Spa
Esspa Kosmetika	Ruby Room	
Fabriq Spa	Solage	

Primary Market Reach

Job Functions



Business Types



AUDIENCE HOW WE REACH THEM

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Skin Inc. is the leading multi-channel information platform to reach unique Spa Professionals advancing skin care.



Magazine Subscribers

30,000



Newsletter Subscribers

30,500



Dedicated E-blast

32,000



Partner Solutions E-blast

38,000



Website Visitors (Monthly Avg.)

32,000

Registered Website Users: **58,500**



Social Media Followers

223,000+

AUDIENCE PURCHASING POWER

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Purchasing Power

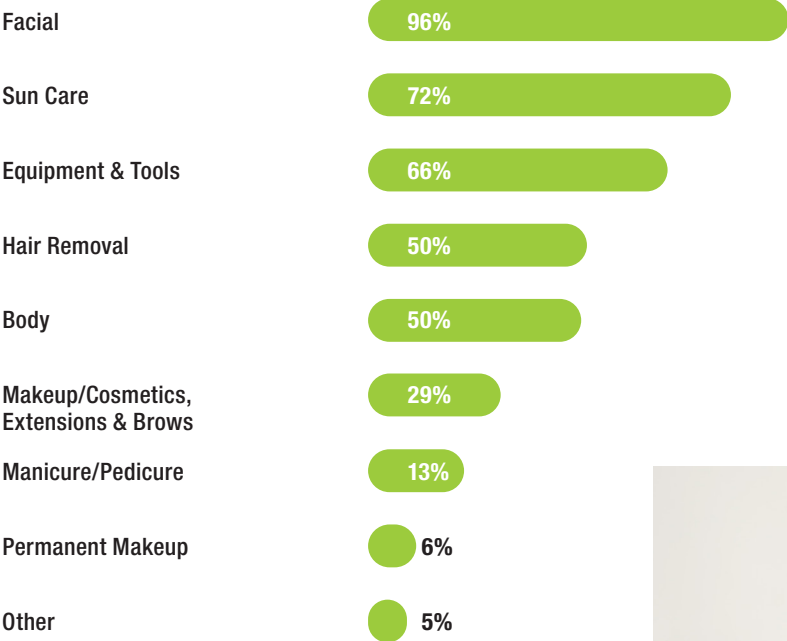
97%

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

Number of Treatment Rooms

55% 1 Room
23% 2-3 Rooms
17% 4-9 Rooms
3% 10+ Rooms

Products Purchased



**Publisher's Data*