

## 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](http://www.fortunebusinessinsights.com/skin-care-market-102544)

\*\*[www.researchandmarkets.com/reports/5011354/global-professional-skincare-market-2021-2025](http://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** (CONVERSION) CAMPAIGNS

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

This conversion-focused strategy begins with awareness ads, builds audience education and excitement and concludes with 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** (CONSIDERATION) 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 and encourage consideration from the audience.

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

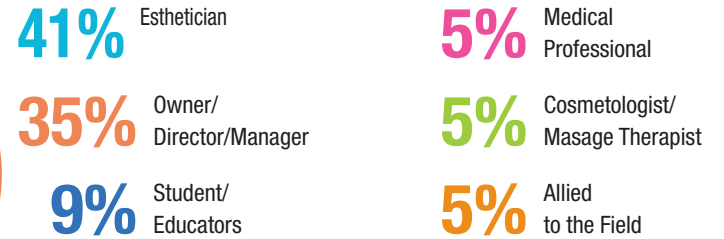
# AUDIENCE WHO WE REACH

**Perri Polowy**  
New Business Development Manager  
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## Primary Market Reach

### Job Functions



### Business Types



## Subscribing Companies

Amorepacific	Bliss	Colorescience	Epicuren	HydroPeptide	Korres	Philosophy	Shiseido	Sunday Riley
Andalou	Chanel	Comfort Zone	Estée Lauder	Image Skincare	Murad	Pixi	Sisley	Supergoop
Aveda	Circadia	Coty	Fresh	Jan Marini	Osea	Ren Skincare	Skin Script	The Body Shop
Babor	Clarins	Dior	Guinot	Juice Beauty	Osmosis Beauty	Repechage	SkinCeuticals	
Bioelements	Clinique	Eminence	Herbivore	Kiehl	Pevonia	Rhonda Allison	Sothys	

# 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

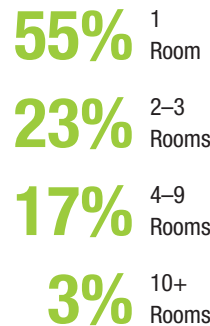
# 97%

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

## Products Purchased



## Number of Treatment Rooms



\*Publisher's Data