

VIDEO INTERVIEW

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Connect virtually with *Skin Inc.*'s audience by including your brand among industry experts.

Facilitate intimate video conversations with industry experts discussing formulation, product development & innovation for the spa & skin 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 Beauty Professionals across multiple media channels.

- 30,000 Magazine Subscribers
- 30,500 Newsletter Subscribers
- 32,000 Dedicated E-blast Subscribers
- 58,500 Registered Website Users
- 32,000 Monthly Website Visitors
- 223,000+ 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

SPONSORED

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3 Ingredients Every Acne Needs!

Apr 29th, 2025 | From [Rhonda Allison / RA for Men](#)



Ingredients that encourage cell turnover are crucial for treating acne.

Courtesy of user Nurul on Adobe Stock.

THIS VIDEO IS SPONSORED BY: **Rhonda Allison / RA for Men**

As a multi-faceted skin issue, **acne** stands as one of the most common, yet difficult, conditions to treat. Shannon Esau, CEO of [Rhonda Allison](#), goes through essential steps and ingredients to get results in treating acne, like striking the perfect balance when exfoliating. Esau also reminds us that acne is a wound, and of the importance of keeping wound-healing practices in mind when treating a client's acne.

MATERIAL NEEDED

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