

Over 25,356 professionals receive the Cosmetics & Toiletries' Daily Newsletter.

Types of Newsletters

- **Morning:** Sent Monday – Friday every morning.
- **Afternoon:** Sent every other Wednesday afternoon.
- **Weekend:** Sent Saturday morning.
- **Breaking News:** Sent when there is breaking news.

Average Benchmarks

- Average Unique Open Rate: 16%
- Average Unique Click-Through Rate: 17%
- Average Total Open Rate: 26%

Cosmetics & Toiletries Covers Daily


New ingredient launches

- News on industry, companies, leaders and event coverage
- Videos: industry leader interviews
- Technical articles: formulating, research, regulatory, testing
- Finished product launches
- Patent Picks
- Formularies
- Consumer and market trends

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

Study Finds CO2-Extracted Dandelion Seed Offers Cosmetic Bioactivity




A recent study published in *Sustainable Chemistry and Pharmacy* details the use of dandelion seeds as a natural source of active cosmetic constituents including fatty acids, among others.

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Assessing the Effects of Blue Light on the Skin in New Validated Method




Studies have shown blue light can have damaging effects on the skin. Genemarkers has developed a reproducible in vitro method for measuring blue light effects. Learn how Genemarkers' 'blue light testing can aid product development.

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Lignopure to Launch LignoBase Line for Color, White Cast Control and More

Lignopure has developed a sustainable particle technology to fully utilize lignin, which will be featured in the company's LignoBase line, set to launch in 2023.

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COSMETICS & TOILETRIES
YOUR JULY/AUGUST 2022 MONTHLY MAGAZINE

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DAILY NEWSLETTER

Jolly Patel
Business Development Manager
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Newsletter Advertising

	Newsletter Only	Integrated Program Rate
Text Ad with Marketing Inquiries	\$3,000	\$2,500
300 x 250 px Display	\$2,500	\$2,100

- Must book at least 4 weeks before run date
- Material is due 2 weeks before run date

What's Included

- Delivered 6+x a week, Monday – Friday and weekends
- Text Ads offer Marketing Inquiries to grow your database of qualified names
- Text Ads & Banner Ads - Lead generation form available when 4 weeks or more of Banner Ads or Text Ads are booked. You can drive direct lead generation by offering must-read downloads and/or a highly engaging “call to action” that will drive leads.

PR Submissions: To expedite your press releases for publication, please submit your new product releases online at <https://www.cosmeticsandtoiletries.com/newproduct/>

PR Contact: Peter Smedley, psmedley@allured.com, 630-344-6032

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Call to Action

Types of ads (not to scale)