

MAGAZINE PRODUCT ROUNDUP

Please refer to *Cosmetics & Toiletries*' 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

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

Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Cosmetics & Toiletries*' Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes Marketing Inquiries.


Benefits

1. As a **magazine** display advertiser, you'll receive additional coverage in a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the mid-month "Product Roundup" **newsletter** that includes Marketing Inquiries (soft leads).
3. Additionally, your product information will be posted on *Cosmetics & Toiletries* **website** and will be included in the monthly Product Roundup feature page on www.CosmeticsandToiletries.com
4. Highlights of the Product Roundup featured page will be promoted via *Cosmetics & Toiletries* Daily Newsletter and social media channels.


Marketing Inquiries


1. As buyers demonstrate interest in your product by clicking to learn more, you will receive e-mail contact information to follow up with an e-blast on the products you featured.
2. **Best practice** – for following up on marketing inquiries:

Offer qualified prospects more information about your new product with a whitepaper or a sample request.




Product Roundup (Ingredients, Equipment & Services)
Highlighting innovative ingredients, services and products







TEGO Pop 4-17 MB
Evonik
personal-care.evonik.com/en/product/PRI_52023004?name=TEGO-Pop-4-17-MB
The CEM-boosting popule TEGO Pop 4-17 MB (INCI: Terebinthol 21 (and) Glycerin (and) Butylene Glycol (and) Water (Aqua)) is a unique, high-performing, nature-inspired tetrapeptide that boosts CEM proteins to smooth the skin surface and minimize the appearance of all kinds of wrinkles. It helps boost collagen, hyaluronic acid and fibroblast activity in the skin.




Apulxin
SilaB
silab.fr/en/news/420-hypospoxic-excellence-for-a-plumped-skin
From the giant seaweed, Apulxin (INCI: Water (Aqua) (and) Spirulina Polytricha Extract) is a natural plumping active ingredient with outstanding hydrating properties. Purified in oligosaccharinates, which give it its highly hypospoxic capacity, Apulxin takes up and retains water. It provides fresh and long-lasting skin hydration, superficially and in depth, resulting in smoothing and volume-boosting effects.




Shilex T308-16-C6
Siltech
siltech.com/industry-applications/personal-care
Shilex T308-16-C6 (INCI: Gory PE/G/PPG-107 Dimethylsiloxane) is an excellent water-in-oil emulsifier, ideal for skin care, sun care and makeup. The water-resistance oil and polyether-modified silicone emulsifier has an approximate HLB of 2. It offers versatile emulsification, while imparting premium sensory attributes.




Avocado Oil
Arista Industries Inc.
AristaIndustries.com
Avocado Oil (INCI: Persea Gratissima) is a naturally pressed form from the pulp of the avocado fruit. The refined oil is light yellow and odorless, and thanks to its mildness, it is used in baby soaps, massage oils, hair care, skin care and cosmeceutical care products.




Novofetin
Mibelle Biochemistry
mibellebiochemistry.com/howtofetin
Novofetin (INCI: Pistacia Lentiscus Gum/Pistacia Lentiscus Mastic Gum (and) Hydrogenated Lecithin (and) Phenoxy Ethanol (and) Ethylhexylglycerin (and) Caprylyl Glycol/Trihydroxy (and) Water (Aqua)) is based on mastic, an aromatic resin from a tree that exclusively grows on the Greek island of Chios. Novofetin is an ideal plant-based retinol alternative, providing strong anti-aging effects and exceptional benefits for acne-prone skin.




Integrine-60
very cosmopro
www.very.com
Integrine-60 (INCI: Hydrolyzed Feta-Protein) is a physiological multifunctional specific phytoextract integrating dermal and epidermal activities. Integrine-60 is a low molecular weight hydrolysis of the pure protein acting as a modulator of Hyaluronic, Fibronectin, elastin and some defined collagens. It is suitable for the improvement of skin and scalp textures, anti-aging prevention of stretch marks and wound recovery.




HyActive
CoriGlo a.s.
CoriGlo.com
HyActive (INCI: Sodium Hyaluronate) reduces wrinkles and radiates skin structure, helps to smooth skin, and improves the hydrating properties of skin care hyaluronic acid. Highly active hydrated hyaluronic acid can reach even the deepest layers of skin to bring advanced rejuvenation.




Covabead Crystal
Sensient Cosmetic Technologies
sensient-cosmetic.com/products/covabead-crystal/
Covabead Crystal (INCI: Calcium Sodium Borosilicate) is a unique spherical bead made using recycled calcium sodium borosilicate glass and manufactured to cosmetic specifications. It offers formulators the ability to use a single ingredient that acts as an SPF booster, blue light shield, and a textural and optical modifier.



Hyblom Zinc Hyaluronate
Bloomage Biotechnology Co., Ltd.
bloomagebiotechnology.com/products_detail_en/05/1.html
Hyblom Zinc Hyaluronate (INCI: Zinc Hyaluronate) is the perfect combination of HA and zinc efficacy, developed by a patented technology. It not only has the HA characteristic of moisturizing, repairing and nourishing, but also the antioxidant and soothing effects of zinc.



BabyCells
Ichimaru Pharcos
ichimaru.co.jp/english/technology/feature/170
BabyCells (INCI: Butylene Glycol (and) Water (Aqua) (and) Chondrus Chondrus Powder Extract) promotes baby collagen type III collagen production. Obtained from pink carnation, it is clinically proven to improve the age-related wrinkles and skin marks, restoring softness and resilience by producing and nurturing soft baby collagen.



Emulium Ilustro
Dattafloss
dattafloss.com/personal-care-texture-emulium-ilustro
Emulium Ilustro (INCI: Polyglyceryl-6 Polyhydroxyesterate (and) Polyglyceryl-6 Polyhydroxyether) is a natural and PEG-free emulsifier that is highly compatible with pigments, creating stable and ultra-fine textures. Characterized by its flexibility and performance, Emulium Ilustro is easy to use and does not need any co-emulsifiers, is the ingredient of choice for efficient makeup products.

10 | www.CosmeticsandToiletries.com
Vol. 137, No. 8 | September 2022
Vol. 137, No. 8 | September 2022
Cosmetics & Toiletries | 11

MAGAZINE PRODUCT ROUNDUP CONT'D

Please refer to *Cosmetics & Toiletries*' 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

Jolly Patel
Business Development Manager
jpatel@allured.com
630-344-6061
www.CosmeticsandToiletries.com

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

Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Cosmetics & Toiletries* Magazine in 2023.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.
3. The same product cannot be used more than two times in one calendar year and must be run at least 6 months apart.

Material Specifications and Deadlines

Qualifying advertisers will receive an e-mail with a link to submit the following:

1. A 50 word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png, maximum resolution: 300 dpi. No company logos, trademarks or additional verbiage on images.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.

Monthly Roundup

Expert Opinions: Certifiable, Fermented and Transparent to Zero Waste and More

This "Expert Opinions" feature focuses on topics such as certifiable, fermented and transparent to zero waste and more topics from industry experts.
[Read More >>](#)

Shanghai JAKA (Great) Biotech Co., Ltd.'s Solarepare MB Shanghai

Puresterol by Bio-Botanica Inc.

Arista Industries, Inc. by Almond Oil

Campo Research from Bio-Co-Enzyme Q10

Lucas Meyer Cosmetics by IFF's BodyFerment Range

Silube Sustain-S from Siltech

Joloba Desert (A.C.S.) Ltd.'s JD Phyto-Cr. 1%

Mibelle Biochemistry's NovoRein

Evonik's Topo Sterol 7-DHCV

Cashmerecoal from Ichimaru Pharcos