

VIDEO INTERVIEWS

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

Connect virtually face to face with Cosmetics & Toiletries' engaged audience by sharing your expertise or aligning your brand with industry experts selected by our editorial team.

Intimate video conversations with industry experts discussing formulation, product development & innovation for the cosmetic & personal care industry.

Choose your preferred method of educating the industry:

- Sponsor provides an industry expert to participate in a five (5) minute editorial video interview exclusively focused on the supplier's product innovation.
- (OR)
- Sponsor aligns their brand with an editorial driven video with an industry leader.

Who You Reach

Qualified R&D Professionals across multiple media channels.

- 25,356 Daily Newsletter subscribers
- 21,045 Magazine subscribers
- 34,430 Custom E-blast list
- 46,794 Registered website visitors
- 87,992 Average Unique website visitors
- 49,500+ Social Media followers

The Program

4-week Lead Generation and branding ride along.

The Video Interview campaign includes the following:

- Posted in the daily newsletter 3x
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes one e-blast to qualified subscribers

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[video] Formulating Mineral Sunscreen for Sensitive Skin

Jun 16th, 2022



"We have been hard at work to create an esthetically pleasing mineral sunscreen—which is important because consumers want it to be non-whitening ... but still protect their skin."

Mineral sunscreens are emerging as a consumer favorite as concerns over organic UV filters make headlines and are written into regulations. In relation, we offer the following insights into how Burt's Bees went about formulating its latest mineral sunscreen. Hemali Gunt, Ph.D. (HG), head of clinical scientific affairs for Burt's Bees, explains, to Rachel Grabenhofer, of *Cosmetics &*

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Branding

Logo will be placed on the video website page.

Company name will be listed as “Sponsored by Company Name” (no logo).

Branding on the Website

- Listed on the home page under “Recent” (4 - 5 days)
- Listed under description of video on the list pages
- Listed under author name on detail page
- Listed on video graphic

Branding in the Daily Newsletter

- Pushed 3 total times, once per week in the daily with “Sponsored by Company name”

Branding in Social Media posts

- Mentioned as sponsor

Branding on the video

- Pre-roll slide mention as sponsor
- Video sponsor slide at the end of the video

Direct Leads & Reporting

- Anyone who selects “Watch” to see the videocast will generate a lead
- Leads report are updated daily for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

Material Needed

Logo (300 dpi) & Company Name to be listed.

Rate: \$4,635

Must book at least 8 weeks before the run date

Material is due 4 weeks before the run date