

MAGAZINE PRODUCT ROUNDUP

Please refer to *Nailpro's* 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

Shamella Anderson
Business Development Manager
sanderson@allured.com
630-344-6030
www.Nailpro.com

NAILPRO
THE ART AND BUSINESS OF NAILS

Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Nailpro's* 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 the *Nailpro* **website** and will be included in the monthly Product Roundup feature page on www.gcimagazine.com
4. Highlights of the Product Roundup featured page will be promoted via the *Nailpro* 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.

GOODY BAG



OH, MY MOD!
EnVouge Nail Systems' Lac It! UV/gel polish line brings the summer heat and energy to clients' fingertips with The Mod Collection. The collection's six shades include Blaze (a vibrant orange), Banana (a bright yellow), Rogue (a vivid purple), Trippin (an electric green), Vivid (a brilliant turquoise) and Rebel (a lively blue). envougenails.com



Relax to the Max
Help clients unwind during their next service with Apothecary from Revel Nail. The soothing combination of lavender scent and full spectrum CBD in the Pedi Soak work to melt stress away. Follow with CBD and Green Tea Butter, scrub and Nourishing Cuticle oil for a revitalizing pedicure. revelnail.com

GOODY BAG



Salon Smarts
The Smart Spray Head from Luraco allows nail techs to effortlessly control the temperature of any pedicure service. The head features a temperature gauge to measure and display water temperature from 40 degrees to 140 degrees Fahrenheit. luraco.com



KEE
Fresh and comes to a summer in Cucumbers body cream with cucur virgin olive the creme soft and silv

GOODY BAG



Smells Like Clean Spirit
The Refreshing Odor Treatment Socks are infused with phytonside, mint and the stink. These odor-busting masks contain a three-mint blend that delivers for an invigorating experience. Ideal for when your clients are feeling hot and workout, hike or a long workday. voesh.com



Wax On
Perform paraffin treatments anytime, anywhere. Designed for portability and sanitation, thermilles Wooden Paraffin Heating Chamber and individually portioned paraffin packs make offering service enhancements easy. Bonus: Treatments can be done with minimal cleanup and without electricity. universalcompanies.com

FORSTARTERS
The North American School of Podology (NASP) 12 Piece Pedicure Bur Starter Kit comes with 12 of NASP's most popular pedicure burrs (bits) for a variety of pedicure services, including toenail and callus reduction, shaping and cuticle work. The durable Steri-Pro Holder protects the burrs from damage while providing hygienic storage. All the burrs in the kit, as well as the Steri-Pro Holder, are available for individual purchase. northamericanschoolofpodology.com

GOODY BAG



CANCEL CALLUSES
Enriched with natural botanicals and essential oils, AMN SPA Callus Therapy quickly removes calluses and deeply hydrates in one step. Thick no-drip formula with moisturizing agents and a refreshing mint fragrance. The formula contains spearmint oil, Moroccan argan oil and natural aloe vera. The product is available in 4-ounce and 16-ounce bottles with dispenser caps as well as in gallon refills. americanails.com



Petite Pedi
Belava Pedi Rock Pedicure Chair is a compact pedicure station with a low set platform and rotating chair for easy client access. The chair is equipped with a hydraulic pump to accommodate all clients. It reclines and has an adjustable, removable head rest. In addition, there is an optional adjustable swiveling footrest available. belava.com

SMOOTH OPERATOR
Formulated to combat calluses and dry, rough skin, PediFix Deep-Healing Foot Cream features mineral oil and vitamins A, D and E to moisturize and soften skin. The cream penetrates deep to help heal dry, cracked areas, which is especially beneficial for people with diabetes and sensitive feet. pedifix.com

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MAGAZINE PRODUCT ROUNDUP CONT'D

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Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Nailpro* 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**

Nails Have No Gender: Eliminating Gender Bias in Your Nail Business



By: Jaime Schraback
Nine tips to help normalize and neutralize nail services for all your clients regardless of gender.
[Read More →](#)

[The Smart Spray Head from Luraco](#)

[Refreshing Odor Treatment Socks From Voesh](#)

[Apothecary From Revel Nail](#)