

Skin Inc. – The Choice for Serious Skin Care Spa Professionals & Owners



What is Skin Inc.?

Skin Inc. is the preeminent professional resource for advancing skin care spa businesses through the science, business technology and technique behind treatments and products. We inspire better skin care, so practitioners and owners can take their careers to new heights.

Why It's Important*

Skin care is an ever-growing market, expected to see a **CAGR of 5.24%** on a global scale into 2026 to reach **200.25 billion**.*

Within that market, professional skin care is expected to grow 6% to 2025,** and leading that growth is product innovation and growing concern of skin care issues. And, who better to address those growing skin care concerns than the skin care professionals educated and trained to do just that. When asked who they trust for beauty product information, 55% of consumers rely on beauty professionals.*** Make sure you have the best skin care knowledge to be that source and deliver the best treatments.

Sources:

*www.fortunebusinessinsights.com/skin-care-market-102544

**www.researchandmarkets.com/reports/5011354/global-professional-skincare-market-2021-2025

***<https://www.forbes.com/sites/hbsworkingknowledge/2019/12/13/how-influencers-are-making-over-beauty-marketing/?sh=4e00c5831203>

AUDIENCE WHO WE REACH

Perri Polowy
Business Development Mgr
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www.SkinInc.com

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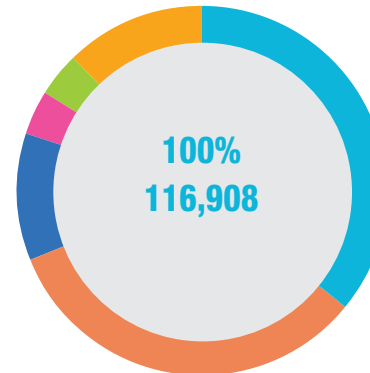


Subscribing Companies

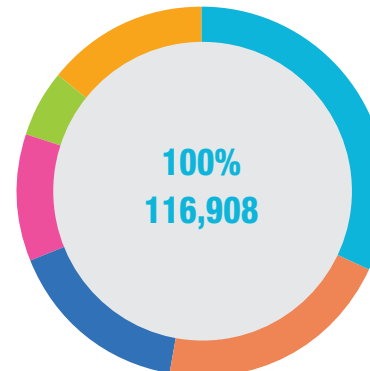
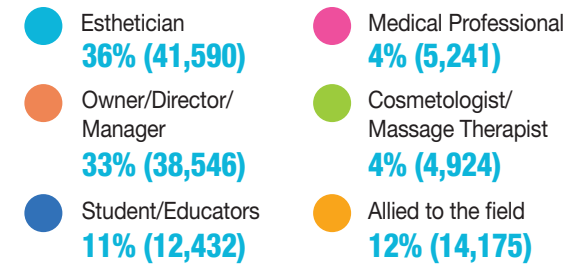
Allya
AvantGard Spa
Esspa Kosmetika
Fabriq Spa

HeyDay
International Orange
Ruby Room

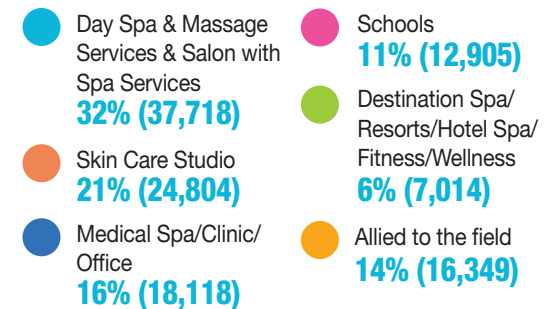
Solage
Tricoci Salon & Spa
Woodhouse Day Spa



Primary Job Functions



Primary Business Types




AUDIENCE HOW WE REACH THEM

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SKIN INC.
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The leading multi-channel information platform to reach **116,908** spa professionals advancing skin care.

Custom E-blast List
 **80,189**

Website Registered Users
 **87,822**
Unique Monthly Users: **56,597**

Daily E-Newsletter Subscribers
 **40,952**

Magazine Subscribers
 **40,014**

Social Media Followers
 **179,000+**

Face & Body Attendees
 **815**

Save the Date!

 **FACE & BODY**
SKIN CARE SHOW
August 20-21, 2023

AUDIENCE PURCHASING POWER

Perri Polowy
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Purchasing Power

95%

Are Directly Involved,
Recommend and/or
Approve Purchasing
Decisions

Number of Treatment Rooms

45% 1 Room
25% 2-3 Rooms
22% 4-9 Rooms
4% 10 + Rooms

Products Purchased

