

# MAGAZINE PRODUCT ROUNDUP

Please refer to *WellSpa 360's* 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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## Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *WellSpa 360'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 *WellSpa 360 website* and will be included in the monthly Product Roundup feature page on [www.gwellspa360.com](http://www.gwellspa360.com)
4. Highlights of the Product Roundup featured page will be promoted via *WellSpa 360* 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

### Goddess Glamour

Whether your female guests are interested in fitness, holistic health or alternative therapies, they still need beautiful skin and body care to round out their regimens. We've compiled these topical home-care treatments that are specially designed with women in mind.

1. **Sorella Apothecary Yogurt Kale Eye Concentrate**  
Touted as an alternative to injections, this brightening concentrate contains superfood genes and Arginine to help diminish fine lines around the delicate eye area.  
[www.sorellapothecary.com](http://www.sorellapothecary.com)
2. **Lady Burd Aloe Foundation**  
Enriched with aloe vera, this blendable foundation goes on smooth and delivers hydration to the complexion for a more youthful appearance. The cap comes with a built-in spatula for easy application, and it's ideal for normal to dry skin.  
[www.ladyburd.com](http://www.ladyburd.com)
3. **Eminence Monol Age Corrective Night Body Cream**  
Monol and the brand's proprietary Argan Stem Cell Complex combine to reveal softer, smoother and more youthful-looking skin. Plus, shea butter and jojoba deeply hydrate and repair dry skin from head to toe.  
[www.eminenceorganics.com](http://www.eminenceorganics.com)
4. **Pure Fiji Coconut Milk Shower Gel**  
Packed with moisturizing agents and gently exfoliating pineapple extracts, this wash lathers away dead skin cells without stripping natural oils, then delivers plenty of moisture for super-soft, coconut-scented skin.  
[www.purefiji.com](http://www.purefiji.com)
5. **RapidLash RapidRenew Skin Perfecting Polish**  
Formulated for use on the face, neck, décolleté and body, this polish features magnesium oxide crystal exfoliant and alpha hydroxy acids that instantly reveal smoother, brighter, more radiant skin.  
[www.rapidlash.com](http://www.rapidlash.com)

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PRODUCT ROUNDUP

### Defying Time

Wellness professionals know that helping clients age well involves minimizing stress, improving their mental well-being and caring for their physical bodies and skin. With that in mind, we've compiled these five topical products that address guests' skin and body care needs.

1. **Eminence Monol Age Corrective Night Cream for Face & Neck**  
This deeply hydrating overnight cream is formulated with monol, evening primrose oil and the brand's Argan Stem Cell Complex to rejuvenate the complexion and reduce signs of aging.  
[www.eminenceorganics.com](http://www.eminenceorganics.com)
2. **Lady Burd Muscle Rub**  
Customizable labels are available for this muscle rub, which soothes clients' sore muscles and achy joints. Enhanced with THC-free CBD isolate harvested from cannabis grown in Colorado.  
[www.ladyburd.com](http://www.ladyburd.com)
3. **Pure Fiji Anti-Aging Dila Booster**  
Formulated with dilio oil, this cold-pressed, organic anti-aging oil strengthens skin's moisture barrier and promotes cell regeneration to smooth fine lines and improve firmness. The dry oil leaves behind zero greasy residue.  
[www.purefiji.com](http://www.purefiji.com)
4. **Sorella Apothecary Main Squeeze Hydrating Serum**  
This lightweight serum is infused with snow mushroom extract, peptides, niacinamide and cogan grass for immediate plumping hydration after just one application. Ideal for aging or sensitive skin.  
[www.sorellapothecary.com](http://www.sorellapothecary.com)
5. **M.A.D Skincare Youth Transformation Exfoliating Scrub**  
An exfoliator that sloughs away dead skin cells with 100% naturally derived pumice, this scrub brightens, evens out tone, and promotes cell turnover and renewal for more youthful-looking skin.  
[www.madprobeskincare.com](http://www.madprobeskincare.com)

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## Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *WellSpa 360* 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

[Eminence Organic Skin Care's Monoi Age Corrective Night Cream for Face & Neck](#)

[Lady Burd Muscle Rub](#)

[Pure Fiji Anti-Aging Dile Booster](#)

[Sorella Apothecary Main Squeeze Hydrating Serum](#)

[M.A.D Skincare Youth Transformation Exfoliating Scrub](#)