

# MAGAZINE PRODUCT ROUNDUP

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

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MedEsthetics  
The Guide for Excellence in Medical Aesthetics

## Product Roundup Program for Magazine Display Advertisers

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

### Anti-aging Skin Care

Anti-aging skin care is an essential step in any regimen and a major focus point for many patients. These devices and products are specifically designed to address the common skin concerns that come with getting older.



The **Celluma Pro** is an award-winning, multi-function therapy device to treat a variety of skin and pain conditions. It uses specific wavelengths of light energy delivered by the device to stimulate collagen and elastin production, which are clinically verified to enhance the body's natural collagen and elastin by activating fibroblast cells to treat acne and pain.  
**Contact: 714.978.0080, [www.celluma.com](http://www.celluma.com)**



**Candela Medical Nordlys system** offers 22 in-demand indications, including pigmentation, vascularity, skin resurfacing and hair removal. The system is equipped with SWT technology, which minimizes unnecessary heat and light to deliver precision IPL without compromise, and high ROI fractional non-ablative resurfacing capabilities.  
**Contact: 800.733.8556, [candela.com](http://candela.com)**




**Induction T of Retinol** skin care line is designed to balance the microbiome and soothe skin. It is a vegan and organic oil that improves hydration levels and skin appearance.  
**Contact: 800.526.7919, [youngpharm.com](http://youngpharm.com)**

56 SEPTEMBER 2022 | MedEsthetics


**PRODUCT ROUNDUP**

### Protecting the Microbiome


Balancing and protecting the microbiome is an essential part of wellness and skin health. These devices and products are specifically designed to make protecting the microbiome a priority.




**Young Pharmaceuticals' BAK Oil for Redness** is part of its BAK Probiotic skin care line designed to balance the microbiome and soothe skin. It is a vegan and organic oil that improves hydration levels and skin appearance.  
**Contact: 800.526.7919, [youngpharm.com](http://youngpharm.com)**



Formulated with lactobacillus bulgaricus, hydrogen, hyaluronic acid, shea butter and curcuminoids, **HA2Biome Probiotic Moisturizer** from The A Method is a daily moisturizer that combines probiotics with antioxidants to protect and nourish skin.  
**Contact: 877.746.4407, [theamethod.com](http://theamethod.com)**



**Revision Skincare's C+ Correcting Complex 30%** is infused with the brand's MetaPATH technology that illuminates, refines and rejuvenates skin. It defends against free radical damage caused by environmental stressors and evens skin tone.  
**Contact: 833.823.6424, [revision skincare.com](http://revision skincare.com)**



**Canfield Scientific Visia Skin Analysis Facial** is a device for imaging and analysis. It can be used to capture high-quality, standardized images and analyze results with the AI-tools that can be personalized to your practice.  
**Contact: 800.815.4330, [canfieldsci.com](http://canfieldsci.com)**

54 JULY/AUGUST 2022 | MedEsthetics

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## Qualification for the New Product Roundup Program

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

