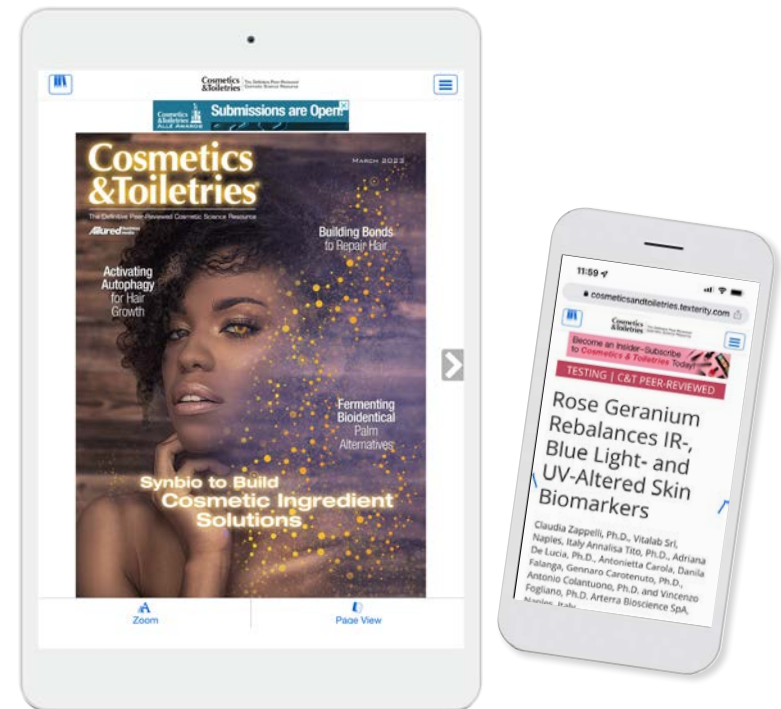


## Make an Impact With 21,000 R&D Professionals That Read In-depth Articles on Cosmetic Research

Advertise in this highly regarded, peer-reviewed scientific publication.



Print Edition



Digital Edition

# MAGAZINE EDITORIAL ADVISORY BOARD

Jolly Patel  
Business Development Manager  
jpatel@allured.com  
630-344-6061  
[www.CosmeticsandToiletries.com](http://www.CosmeticsandToiletries.com)

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



It feels like we're in a "Beauty Renaissance," with three key muses. Holistic beauty, for one, encompasses the microbiome, nutricosmetics, mental wellness, human diversity, skin and hair health, personal values, etc.. These concepts helped to inspire the second: sustainability, pushing the environment to the forefront and driving the use of fermentation, upcycled ingredients, zero waste packaging and more.

The third I would call technical innovation — be it synthetic biology for ingredient engineering; technologies to elucidate and target mechanisms of biology; even digital technologies to scan and assess skin needs, create personalized solutions and share them across all the major socials in the metaverse.

It's difficult to imagine where inspiration will strike next but we know you're already working on it — and we'll be right there to share your creative visions to inspire future product developers.

We hope you'll join us.

Rachel Grabenhofer, ELS – Managing Scientific Editor, *Cosmetics & Toiletries*



Eric Abrutyn  
Owner/Consultant  
**TPC2 Advisors**



Angela R. Eppler, Ph.D.  
Senior Principal Scientist  
**Haleon (formerly GSK)**



Anne-Sophie Brillouet  
Senior Director, R&D Skin Health  
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Director & Fellow and Founder & Principal  
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R&D Manager  
**Caudalie**



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**Mindy S. Goldstein Ph.D. Consulting**



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Dermatologist and Consultant  
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Hemali Gunt, Ph.D.  
Head of Clinical Scientific Affairs  
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John Jiménez  
Senior Researcher  
**Belcorp Colombia**



Karl Laden, Ph.D.  
Technical Manager  
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Howard I. Maibach, M.D.  
Dermatologist and Professor  
**University of California, San Francisco**



Prithwiraj Maitra, Ph.D.  
Executive Director, Consumer Goods  
& Skin Care  
**AbbVie**



Jennifer Marsh, Ph.D.  
Research Fellow  
**Procter & Gamble**



Marc Pissavini, Ph.D.  
Basic Research Director  
**Coty-Lancaster Monaco**



Luigi M. Rigano, Ph.D.  
Owner and CEO  
**L. Rigano Labs** and **Rigano Industrial Consulting and Research**



Steve Schnittger, Ph.D.  
Consultant with expertise in Microbiology  
and Fermentation in R&D  
**The Estée Lauder Companies (Retired)**



Leslie Smith, Ph.D.  
Chief Scientific and Regulatory Officer  
**La Perla Beauty**



Ron Sharpe  
Research Fellow-Open Innovation  
**Amway Health and Beauty**



Katerina Steventon, Ph.D.  
Director and Consultant  
**Skincare Consultancy Ltd. and UK Cosmetics Cluster**



Akshay Talati, Ph.D.  
VP Product Development and Research  
Innovation  
**Goop**



Peter Tsois  
Vice President, Skincare R&D  
**The Estée Lauder Companies**



Debbie Waite  
Co-Chief Executive Officer  
**Steinberg & Associates**



Shuliang Zhang, Ph.D.  
Senior Director, R&D  
**Coty Testing Institute**



Tao Zheng, Ph.D.  
Director of Material Science & Makeup  
Charter Innovation  
**The Estée Lauder Companies**

# MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **Cosmetics & Toiletries'** media universe throughout the year.

Jolly Patel  
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## JAN THEMES

### SUSTAINABILITY

- Upcycled
- Biodegradable/Low Carbon
- Naturals

### SKIN HEALTH, MICROBIOME

- Moisturization
- Anti-stress
- Immunity

### EXPERT OPINIONS (DM)\*

- Advancing Skin Health

### Allé Awards:

Finalist Shortlist Announced

### Product Roundup:

Ingredients, Equipment & Services

### Magazine Due Dates

Editorial: 09/01/23  
Ad Close: 12/08/23

## FEB THEMES

### SUN CARE AND PHOTO-AGING

- UV Filters/SPF Boosting
- Antioxidants and Actives
- Claims Testing

### SENSITIVE SKIN

- Anti-inflammation
- Barrier Defense
- Neurocosmetics

### EQUIPMENT & DEVICES

- Lab, Scale-up and Production

### EXPERT OPINIONS (DM)\*

- Sun and Skin Protection and Detection
- Innovations in Equipment and Devices

### Allé Awards:

Finalist List with Full Descriptions

### Product Roundup:

Ingredients, Equipment & Services

### Magazine Due Dates

Editorial: 10/02/23  
Ad Close: 01/05/24

**Bonus Distribution:**  
*Beauty Accelerate*

## MAR THEMES

### WELLNESS/WELL AGING

- Psychodermatology
- Blue Light/Pollution Protection
- Actives (HA, Retinol, Alternatives, etc.) and Delivery

### HAIR & SCALP CARE

- Skinification
- Conditioning
- Anti-hair Loss

### EXPERT OPINIONS (DM)\*

- Hair and Scalp Solutions

### Allé Awards:

Finalist Shortlist with Judges' Commentary

### Product Roundup:

Ingredients, Equipment & Services

### Magazine Due Dates

Editorial: 11/01/23  
Ad Close: 02/05/24

## APR THEMES

### BIOTECH IN BEAUTY

- Bioferments
- Pro/Postbiotics
- Replacement Ingredients

### COLOR COSMETICS

- Coverage and Soft Focus
- Benefit Ingredients (SPF, Anti-aging)
- Inclusive Beauty

### EXPERT OPINIONS (DM)\*

- Color Cosmetics Innovation

### Allé Awards:

Winners Announced, Call for 2025 Entries Begins

### Product Roundup:

Ingredients, Equipment & Services

### Magazine Due Dates

Editorial: 12/01/23  
Ad Close: 03/08/24

## MAY THEMES

### ANTI-AGING & INFLAMMATION

- Actives for Senescence, Anti-wrinkles & Inflammaging
- Skin Brightening/Toning
- Testing Tools

### SCALP COMFORT/CARE, MICROBIOME

- Anti-hair Loss
- Dandruff and Itch
- Sebum/Moisture Control

### EXPERT OPINIONS (DM)\*

- Answers to Inflammaging and Aging

### Allé Awards:

Celebration, Event Photos & Winner Comments

### Product Roundup:

Ingredients, Equipment & Services

### Magazine Due Dates

Editorial: 01/02/24  
Ad Close: 04/08/24

## JUN THEMES

### HAIR CARE - SILICONES AND SURFACTANTS

- Conditioning and Repair
- Textured Hair
- Mild Cleansing

### SKIN/SUN PROTECTION

- Barrier Care/Antioxidants
- Photostabilizers
- Microbiome

### EXPERT OPINIONS (DM)\*

- Hair Conditioning and Care

### Allé Awards:

Finalist Shortlist with Full Descriptions

### Product Roundup:

Ingredients, Equipment & Services

### Magazine Due Dates

Editorial: 02/02/24  
Ad Close: 05/06/24

*Editorial content is subject to change.*

*All bonus distributions are tentative. Please contact Jolly for up-to-date show distribution information.*

**\*(DM) - Digital Magazine**

# MAGAZINE MEDIA PLANNER CONT'D

Use our Media Planner to take advantage of opportunities across **Cosmetics & Toiletries'** media universe throughout the year.

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## JUL/AUG THEMES

### CIRCULAR & RESPONSIBLE BEAUTY

- Sustainable and Transparent
- Clean, Simple, Vegan and Certified
- Green Processing

### HOLISTIC SKIN CARE

- Traditional Medicine and Herbs
- Sleep and Immunity
- Emotional Beauty

### EXPERT OPINIONS (DM)\*

- Responsible Beauty Solutions

**Product Roundup:**  
Ingredients, Equipment  
& Services

### Magazine Due Dates

Editorial: 03/01/24  
Ad Close: 06/10/24

## AUG ONLINE ONLY!

### FORMULATING BASICS

- Preservatives
- Antioxidants
- Microbio, Stability Testing

### EXPERT OPINIONS (DM)\*

- Formulating Basics

### Magazine Due Dates

Editorial: 04/01/24

## SEP THEMES

### MICROBIOME, SKIN BARRIER HEALTH

- Mild and Microbiome-friendly
- Repair and Hydration
- Acne and Sebum

### NATURE-INSPIRED/ NATURAL

- Natural Thickeners
- Silicone Replacements
- Alternative Preservation

### EXPERT OPINIONS (DM)\*

- Care for Compromised Skin

**Product Roundup:**  
Ingredients, Equipment  
& Services

### Magazine Due Dates

Editorial: 05/01/24  
Ad Close: 08/06/24

## OCT THEMES

### SKIN RADIANCE/TEXTURE

- Pore Control
- Skin Glow and Color Effects
- Elasticity and Smoothness

### HAIR REPAIR & PROTECTION

- Film Formers
- Mild Surfactants
- Keratin and Repair Agents

### EXPERT OPINIONS (DM)\*

- Well Aging and Radiance

**Product Roundup:**  
Ingredients, Equipment  
& Services

### Magazine Due Dates

Editorial: 06/03/24  
Ad Close: 09/06/24

## NOV/DEC THEMES

### BODY CARE & HYGIENE

- Emollients and Moisturizers
- AP/Deo and Oral Care
- Anti-aging/Actives

### DIGITAL TECHNOLOGIES

- A.I. and Apps
- Personalization Platforms
- Software Solutions

### EXPERT OPINIONS (DM)\*

- Digital Beauty Solutions

**Product Roundup:**  
Ingredients, Equipment  
& Services

### Magazine Due Dates

Editorial: 07/01/24  
Ad Close: 10/07/24

## DEC ONLINE ONLY!

### MULTIFUNCTIONAL SOLUTIONS

- Polymers
- Fragrance
- Naturals

### EXPERT OPINIONS (DM)\*

- Multifunctional Solutions

**Product Roundup:**  
Ingredients, Equipment  
& Services

### Magazine Due Dates

Editorial: 08/01/24

*Editorial content is subject to change.*

*All bonus distributions are tentative. Please contact Jolly for up-to-date show distribution information.*

**\*(DM) - Digital Magazine**



# MAGAZINE PRODUCT ROUNDUP

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

## Product Roundup Program for Magazine Display Advertisers

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

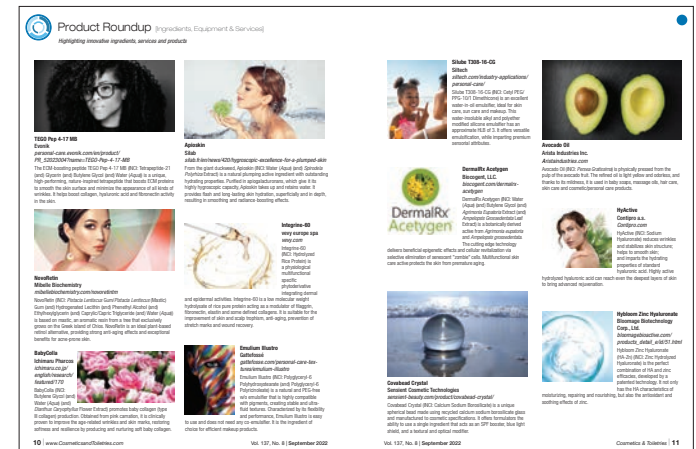
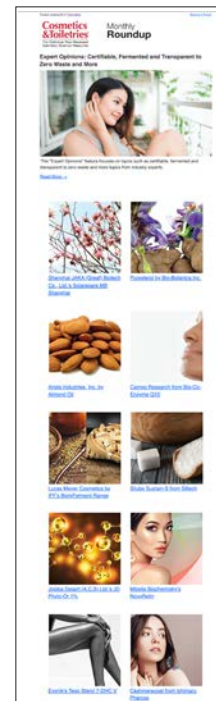
### Qualification for the Product Roundup Program

1. Schedule a minimum 4x display ad program in *Cosmetics & Toiletries* magazine in 2024.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

### Material Specifications and Deadlines

Qualifying advertisers will receive an email 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.



# MAGAZINE COVER SPONSORSHIP

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The Definitive Peer-Reviewed Cosmetic Science Resource

## Showcase Your Expertise in the Cosmetics R&D Industry and Align Your Brand With *Cosmetics & Toiletries* as an Industry Leader

The accompanying 4-page folio will educate the *Cosmetics & Toiletries* audience on your thought leadership in an area you wish to push to the forefront.

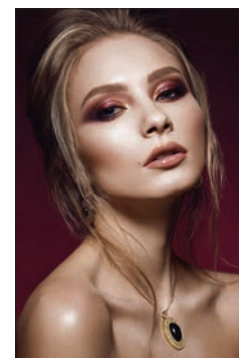
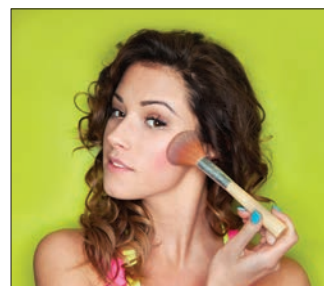
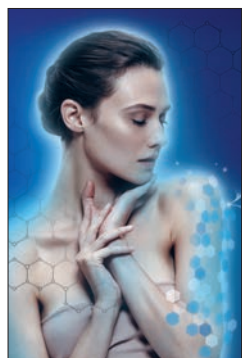
### **Cosmetics & Toiletries - The Definitive Peer-Reviewed Cosmetic Science Resource**

*Cosmetics & Toiletries* is the definitive resource delivering in-depth, peer-reviewed technical content within the context of current market trends. It empowers R&D professionals to imagine and invent cosmetics and personal care products with targeted technical coverage of relevant biology, chemistry & formulating techniques as well as reviews of product safety, regulatory issues and efficacy testing for today and tomorrow.

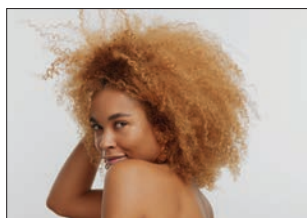
### Cover Image Examples

Images should be dramatic and bold. The subject matter can vary drastically, but always directly reflects the primary feature story.

All cover images need to be vertically oriented when possible.



Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →



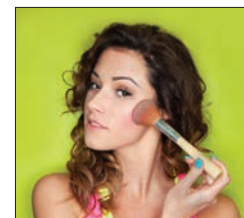
Final Cover Image -  
Enlarged and cropped to fit  
the vertical format.  
Photoshop elements added  
relating to the article.



Original Image →



Final Cover Image -  
Enlarged, cropped, color  
shifted and manipulated in  
Photoshop to add a scientific  
element relating to the article.



Original Image →



Final Cover Image -  
Enlarged and cropped.  
Manipulated in Photoshop  
to add a scientific element  
relating to the article.

# MAGAZINE COVER SPONSORSHIP CONT'D

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

The cover sponsorship allows you to provide the image for *Cosmetic & Toiletries*' cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Inside the magazine our editors will help you create a 4-page story specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to going into the pages of *Cosmetics & Toiletries* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

## What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio
- Mentioned in editor's note
- Included 1x in *Cosmetics & Toiletries* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

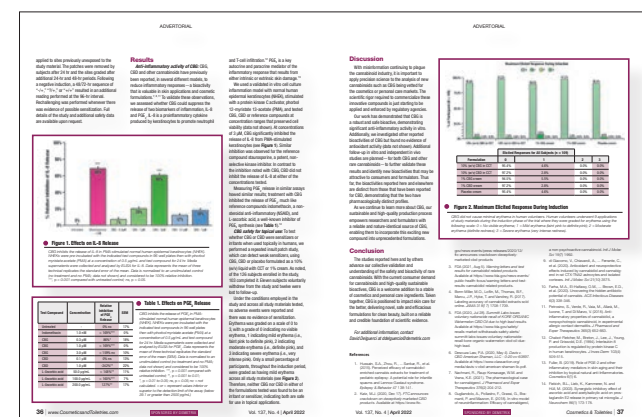
**Rate: \$21,000**



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio



# MAGAZINE SPONSORED ARTICLE

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

**With a Sponsored Article Campaign, You Take Ownership of a Category by Aligning Your Brand With Experts in the Industry**

## Reach Subscribers with Multi Channel Exposure

- 21,000 Magazine Subscribers
- 23,600 Daily Newsletter Subscribers
- 102,300 Monthly Website Visitors
- 49,400 Registered Website Users

## What's Included:

### Magazine

- Full page ad, exclusive, positioned in article.
- Sponsored by: "Company Logo" on first page of article.
- A 250 word sidebar supplied by the sponsor.

### Digital Magazine

- Sponsored by: "Company Name" on article summary in "Issue Ready" email.
- Digital Belly Band, linked to article.

### Website

- Exclusive ownership of article page for a full year.
- "Sponsored by" banner on article page.
- Billboard Ad, Top Position (linked to Branded Content).
- Super Leaderboard, Bottom Position (linked to Branded Content).
- Branded Content with lead generation (Call to Action – sample, white paper, formulation) – Launched in 2 newsletters (Direct leads and marketing inquiries included for 2 months)
- Magazine sidebar included with the sponsored article on the website.



Sponsored Article

Sponsored Sidebar



Sponsored Digital Belly Band

## Newsletter

- Editorial/Article included in 3 newsletters, "Sponsored by Company Name" included in article summary

**Rate: \$10,000**

*Must book at least 4 weeks before the magazine ad close date.  
Material is due 2 weeks before the magazine ad close date.*



# MAGAZINE ADVERTISING SPECIFICATIONS

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**Reach Over 21,000 Qualified Subscribers Dedicated to Cosmetic & Personal Care R&D**

**Printing:** Four-color (CMYK) sheetfed offset

**Binding:** Saddle-stitched

**Paper:** Cover 80# Body 60#

**Proofs:** No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards.  
If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

## ADVERTISING SIZES All dimensions are **width** by **height**.



### Spread

Trim 16.376" x 10.875"  
416 mm x 277 mm  
Bleed 16.751" x 11.25"  
425 mm x 283 mm



### Full page

Trim 8.188" x 10.875"  
208 mm x 277 mm  
Bleed 8.438" x 11.125"  
215 mm x 282 mm



### Live Area

7" x 10"  
176 mm x 252 mm



### 1/2-page vertical

3.333" x 10"  
85 mm x 254 mm



### 1/3-page vertical

2.167" x 10"  
55 mm x 254 mm



### 1/4-page vertical

3.333" x 4.833"  
85 mm x 123 mm



### 1/2-page horizontal

7" x 4.833"  
178 mm x 123 mm



### 1/3-page horizontal

7" x 3.167"  
178 mm x 80 mm



### 1/4-page horizontal

7" x 2.333"  
178 mm x 59 mm



### Full-page insert

8.438" x 11.125"  
215 mm x 283 mm

# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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## ELECTRONIC FILES

### PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your sales representative.

**Professional Tip:** When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

### OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher. **Web graphics will not work.**
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Please do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

### SENDING FILES

If your file is 20 MB or smaller, email it to Ethan Grisham at [egrisham@allured.com](mailto:egrisham@allured.com). Please indicate which magazine and issue the ad is for.

- For larger files, send through free large file transfer online services, such as Dropbox, WeTransfer, TransferBigFiles, etc.

### DIGITAL EDITION ADVERTISING

Issue Ready Email Ad 300 x 250 px, 72 dpi  
Reader Banner Ad 728 x 90 px, 72 dpi  
Belly Band 8.188" wide x 4"-5" tall

### COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the bottom right (recommended) or the top right corner of the magazine cover.

