

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

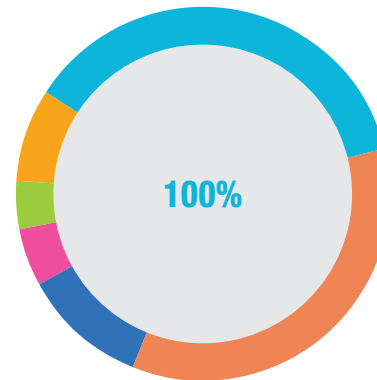
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Subscribing Companies

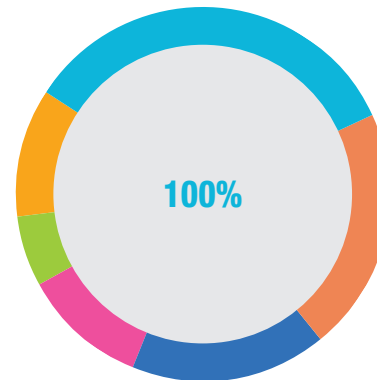
Allya	HeyDay	Solage
AvantGard Spa	International Orange	Tricoci Salon & Spa
Esspa Kosmetika	Ruby Room	Woodhouse Day Spa
Fabriq Spa		

Total Market Reach – 116,000



Primary Job Functions

- Esthetician **37%**
- Owner/Director/Manager **35%**
- Student/Educators **11%**
- Medical Professional **5%**
- Cosmetologist/Massage Therapist **4%**
- Allied to the Field **8%**



Primary Business Types

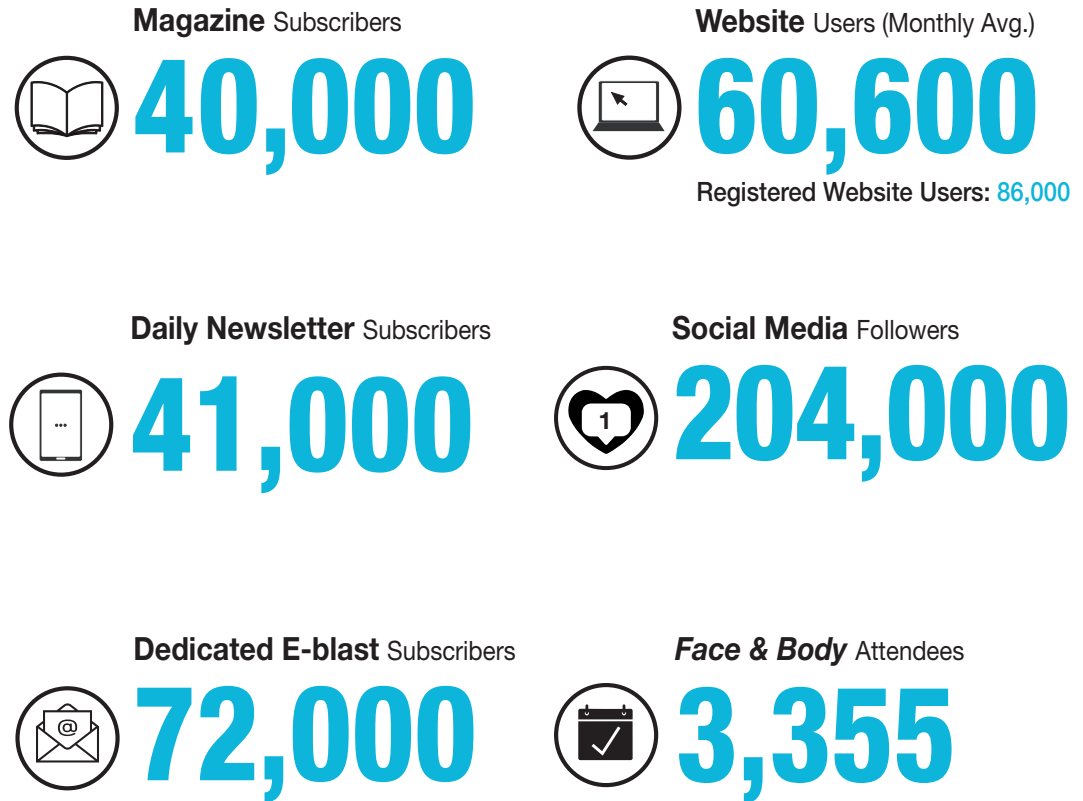
- Day Spa & Massage Services & Salon with Spa Services **34%**
- Skin Care Studio **21%**
- Medical Spa/Clinic/Office **17%**
- Schools **11%**
- Destination Spa/Resorts/Hotel Spa/Fitness/Wellness **6%**
- Allied to the Field **11%**

AUDIENCE HOW WE REACH THEM

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The leading multichannel information platform to reach **116,000** unique Spa Professionals advancing skin care.



Save the Date!
FACE & BODY
SKIN CARE SHOW
September 8-9, 2024

AUDIENCE PURCHASING POWER*

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Purchasing Power

95%

Are Directly Involved,
Recommend and/or
Approve Purchasing
Decisions

Number of Treatment Rooms

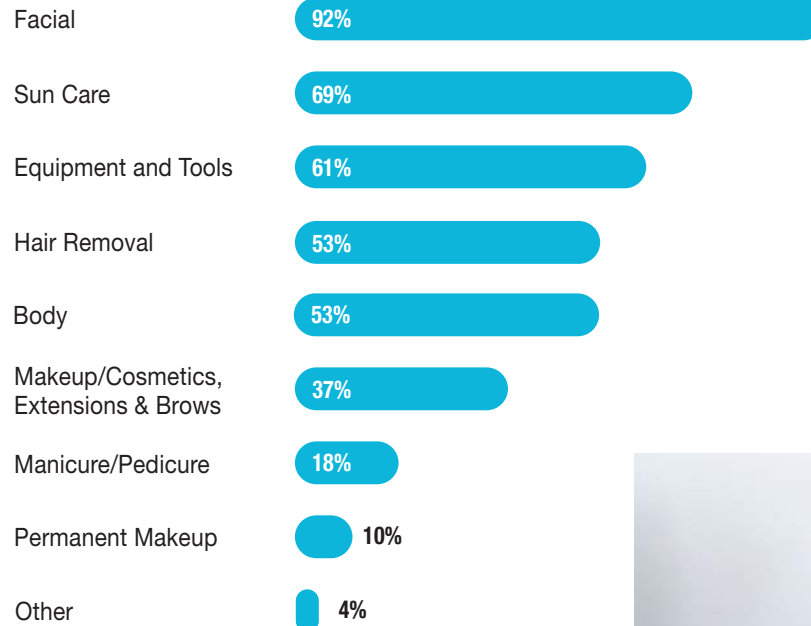
45% 1 Room

25% 2-3 Rooms

22% 4-9 Rooms

4% 10 + Rooms

Products Purchased



*Publisher's Data