

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



Throughout time, the notion of beauty has been shaped by artists, thinkers, lovers and dreamers. In the Middle Ages, it referred to the bigger picture of order and harmony in the cosmos. Classical philosophy attributed it to values of truth, goodness and the divine. Later, it emerged physically as aesthetics to please the senses, which is where cosmetics helped to paint a perception of beauty.

More recently, it has turned inward – with beauty both subject to interpretation by the beholder, and a reflection of self-embrace. It has been elevated to include health and wellness aspects, and even ascended into emotional, augmented, virtual and spiritual spaces.

Today's beauty consumers are plugged into this mind-body-digital reality, challenging cosmetic scientists to formulate products that cross these planes. C&T will be there to inspire answers; we hope you'll join us.

*Rachel Grabenhofer*

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

# What is *Cosmetics & Toiletries*?

*Cosmetics & Toiletries* is the leading international, peer-reviewed B2B resource for cosmetic chemists and scientists, formulators, product developers, researchers and R&D managers at cosmetic manufacturing companies worldwide. The brand delivers content via multimedia channels including: magazine (print and digital), website, social media, newsletters, webcasts/webinars, audio/podcasts, video/vlogs, e-books and online directory. Additionally, *Cosmetics & Toiletries* launched the *Allē* Awards in 2022 and co-produces the *Beauty Accelerate* event with its sister brand, *Global Cosmetic Industry*. The *Allēs* honor R&D excellence in cosmetics and personal care and is held in conjunction with *Beauty Accelerate*.

# Why It's Important\*

*Cosmetics & Toiletries* is the established, trusted resource to inform and inspire R&D professionals creating cosmetics and personal care products of today and tomorrow. The brand curates highly technical, vetted content to hone formulation expertise; disseminate chemistry and biology research; illustrate test methods and processes; and provide crucial safety and regulatory updates. It also delivers short-form news daily and web exclusives to keep readers informed of industry developments such as ingredient and product launches, regulatory alerts and more.

*Cosmetics & Toiletries* serves the approx. **\$557.24 billion** beauty and personal care market, which is projected to expand at a **CAGR of 7.15%** between 2023-2030 to reach **\$904.25 billion.\***

\*Source: LinkedIn, Grand View Research

# AUDIENCE WHO WE REACH

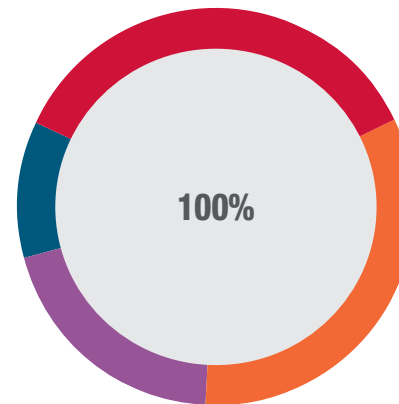
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**Cosmetics  
&Toiletries**  
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## Subscribing Companies

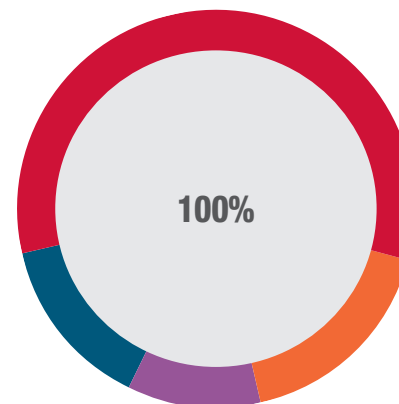
Aesop	Kimberly-Clark
AmorePacific	Kosé Corp.
Amway Corp.	La Perla Beauty
AVEDA	LG Household Health Care
Avon Products Inc.	L'Oréal
Bath & Body Works	L'Occitane
Beiersdorf	Lumene
Belcorp	LVMH
Boticario	Mary Kay Corp.
Burts Bees Inc.	Neutrogena
Chanel Inc.	Olaplex
Church Dwight	Oriflame
Clorox	Philips
Colgate Palmolive Co.	Procter & Gamble
COSMAX	Pfizer Inc.
Coty	Revlon
Dyson Technology Ltd.	S.C. Johnson & Son Inc.
Elizabeth Arden	Sanofi
Estée Lauder Companies	Shiseido
Galderma	The Body Shop
GSK (GlaxoSmithKline)	The Himalaya Drug Company
Good Molecules	Unilever
Henkel	Wella Company
Harrods Health Private Limited	Walgreens Boots Alliance
Kanebo Cosmetics	
Kao Corporation	

## Total Market Reach – 63,800



## Primary Job Functions

- Formulating & Product Development **36%**
- R&D Management & Corporate Management **33%**
- Consulting, Marketing & Purchasing **20%**
- Allied to the Field **11%**



## Primary Business Types

- Consumer Products Marketer/Manufacturer & Contact Manufacturer **58%**
- Suppliers: Ingredients, Equipment, Testing Services **17%**
- Consulting **11%**
- Allied to the Field **14%**

# AUDIENCE HOW WE REACH THEM

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**Cosmetics  
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The leading multichannel information platform to reach **63,800** unique R&D and Product Development Professionals.

**Magazine** Subscribers



**21,000**

**Website** Visitors (Monthly Avg.)



**77,000**

Registered Website Users: **52,000**

**Daily Newsletter** Subscribers



**24,000**

**Social Media** Followers



**71,000**

**Dedicated E-blast** Subscribers



**34,000**

**Beauty Accelerate** Attendees



**353**

**Save the Dates!**

**Cosmetics  
&Toiletries**  
ALLÉ AWARDS

March 12, 2025

**BEAUTY  
ACCELERATE**

The Event Connecting Brand  
Marketing and R&D Innovation

March 12-13, 2025

# AUDIENCE PURCHASING POWER\*

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## Purchasing Power

# 89%

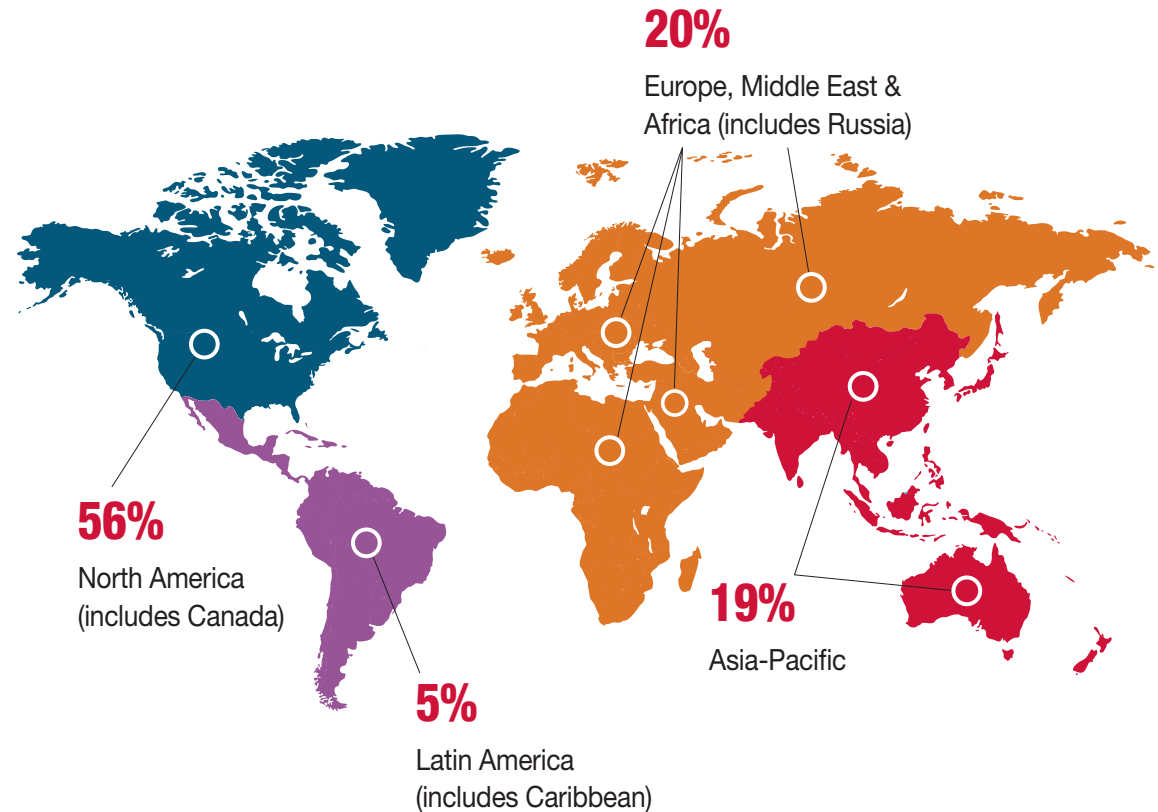
Are the Sole Decision  
Maker, Part of a Decision  
Making Team or Influence  
Decision Makers

**52%** say that trade media and events are their #1  
source when selecting cosmetic ingredients

Most important factors  
when selecting cosmetic  
ingredients:

1. Technical Documentation
2. Clinical Study/in-vivo data
3. Cost
4. Novelty/Innovation
5. Ease of Formulating

## Purchaser Locations



**53%** United States

**47%** Rest of the World

\*Publisher's Data