

# MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **Skin Inc's** media universe throughout the year.

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## JAN THEMES

### HYDRATION

- Hydrating Skin Care
- Hydrating Treatments
- Products for Dry/Dehydrated Skin
- Devices for Hydration

### LIPS

- Lip Cosmetics
- Lip Devices
- Lip Treatment
- Lip Enhancement Products

### SPA MENU

- Spa Software
- Apps
- Spa Consultants

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Lips
- Protocols in Practice: Winter

### JAR DECONSTRUCTED: Shea Butter

- Hydrating
- Wrinkle Fighter

### Product Roundup:

- Hydrating

### Magazine Due Dates

Editorial: 11/01/24  
Ad Close: 12/04/24

## FEB THEMES

### SUN CARE

- Sunscreen
- Tinted Skin Care
- Protective Skin Care
- Blue Light Skin Care
- Antioxidants
- Sunless Tanning
- Post Sun Skin Care

### MEN

- Skin Care
- Body Care
- Hair Removal
- Devices

### MARKETING

- Spa Software
- Apps
- Spa Consultants

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Environmental Stressors
- Protocols in Practice: Men

### JAR DECONSTRUCTED: Manjistha

- Purifies/Cleanses
- Brightening

### Product Roundup:

- Sun Care

### Magazine Due Dates

Editorial: 12/01/24  
Ad Close: 01/06/25

### Bonus Distribution:

Premiere Anaheim (DM\*)  
IBS New York & IECSC New York (co-locating with IECSC)

## MAR THEMES

### HAIR REMOVAL

- Waxing Supplies
- Wax
- Sugar
- Threading
- Hair Removal Devices
- Post Hair-Removal Skin Care

### BROWS

- Brow Cosmetics
- Brow Tint/Lamination
- Brow Growth Products
- Brow Hair Removal
- Brow Tools

### RETAIL

- Spa Software
- Apps
- Spa Consultants
- Private Label
- Spa Gift Items
- Travel Sized Products

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Brows
- Protocols in Practice: Hair Removal

### JAR DECONSTRUCTED: Chamomile

- Anti-inflammatory
- Skin Soothing

### Product Roundup:

- Waxing

### Magazine Due Dates

Editorial: 01/01/25  
Ad Close: 02/03/25

### Bonus Distribution:

America's Beauty Show (ABS) (DM\*)

## APR THEMES

### NATURAL/ORGANIC

- Natural/Organic Skin Care
- Aromatherapy
- Holistic Skin Care
- Sugaring
- Natural Cosmetics
- Sustainable Spa Supplies

### EXFOLIATION

- Peels
- Scrubs
- Enzymes
- Exfoliation Devices
- Exfoliation Tools

### MODALITIES

- Holistic Tools
- Gua Sha
- Jade Roller
- Massage Tools
- Facial Massage Wand
- Cryo Globes

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Modalities/ Devices
- Protocols in Practice: Natural

### JAR DECONSTRUCTED: Acorn Oil

- Skin Renewal
- Healthy Cell Turnover

### Product Roundup:

- Exfoliation

### Magazine Due Dates

Editorial: 02/01/25  
Ad Close: 03/03/25

### Bonus Distribution:

## MAY THEMES

### MASKS

- Skin Care
- Mask Devices
- Mask Modalities
- Spa Supplies for Masks

### HOT INGREDIENTS

- Skin Care
- Body Care
- Products with High-tech Ingredients
- Products with Patent Ingredients

### EYES

- Eye Cosmetics
- Eye Treatment Products
- Eyelash/Eyebrow Growth Products
- Devices for Eyes

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Hot Ingredients
- Protocols in Practice: Spring

### JAR DECONSTRUCTED: Tremella Mushroom

- Moisturizing
- Anti-aging

### Product Roundup:

- Eye Care

### Magazine Due Dates

Editorial: 03/01/25  
Ad Close: 03/28/25

## JUN THEMES

### ACNE

- Skin Care
- Acne Spot Treatments
- Devices for Acne

### BODY CARE

- Body Moisturizers
- Body Treatments
- Body Exfoliants
- Body Tools
- Body Devices

### SOCIAL MEDIA

- Spa Software
- Apps
- Spa Consultants

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Body
- Protocols in Practice: Acne

### JAR DECONSTRUCTED: Azelaic Acid

- Anti-inflammatory
- Acne fighter

### Product Roundup:

- Anti-1

### Magazine Due Dates

Editorial: 04/01/25  
Ad Close: 05/02/25

### Bonus Distribution:

Cosmoprof North America-Las Vegas

Editorial content is subject to change. All bonus distributions are tentative. Please contact Perri for up-to-date show distribution information.

# MAGAZINE MEDIA PLANNER CONT'D

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## JUL THEMES

### MODERN DAY AGING

- Healthy Aging Devices
- Healthy Aging Skin Care
- Lifting and Firming Skin Care
- Lifting and Firming Tools - Gen Z
- Prejuvenation Devices
- Skin Care for Youth

### INFLAMMATION

- Calming Skin Care
- Calming Tools
- Calming Devices
- Sensitive Skin Products

### WEDDING/ MAKEUP

- Skin Care
- Makeup
- Lashes/Brows
- Rejuvenating Devices
- Products for Skin Radiance

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Special Occasion
- Protocols in Practice: Anti-aging

### JAR DECONSTRUCTED: Lumenato

- Collagen Booster
- Environmental Damage Eraser

### Product Roundup:

- Wrinkle Erasers

### Magazine Due Dates

Editorial: 05/01/25

Ad Close: 06/03/25

## AUG THEMES

### BARRIER PROTECTION

- Skin Care
- Anti-pollution Skin Care
- Devices for Barrier Protection
- Barrier Repair Treatments

### INCLUSIVITY

- Brightening Products
- Hydrating Products
- Skin Devices
- Sensitive Skin Products
- Spa Equipment
- Spa Consultants
- Spa Software

### BRANDING

- Private Label
- Customizing Supplies
- Furnishing
- Equipment
- Spa Consultants
- Spa Software
- Apps

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Inclusivity
- Protocols in Practice: Microbiome Focused

### JAR DECONSTRUCTED: Gardenia Extract

- Antioxidant
- Hydrator

### Product Roundup:

- Barrier Protection

### Magazine Due Dates

Editorial: 06/03/25

Ad Close: 06/27/25

## SEP THEMES

### PEELS

- Chemical Peels
- Post Peel Care
- Exfoliators
- Natural Peels
- Supplies for Peel Treatments

### HYPERPIGMENTATION

- Skin Care
- Spot Treatments
- Devices for Brightening

### SELF CARE

- Aromatherapy
- Wellness Apps
- Spa Furniture
- Wellness Products

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Peels
- Protocols in Practice: Hyperpigmentation

### JAR DECONSTRUCTED: Astaxanthin

- Antioxidant
- Brightener

### Product Roundup:

- Pigment Pros

### Magazine Due Dates

Editorial: 07/01/25

Ad Close: 08/01/25

## OCT THEMES

### WAXING

- Wax
- Wax Supplies
- Pre/post Skin Care
- Soothing Skin Care

### HOLIDAY

- Skin Care
- Gift Sets
- Cosmetics
- Body Care
- Retail Gifts

### LASHES

- Lash Tools
- Lash Cosmetics
- Lash Growth Products
- Lash Extensions
- Lash Tint/Lift Products

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Waxing
- Protocols in Practice: Holiday treatments

### JAR DECONSTRUCTED: Vitamin K

- Collagen Booster
- Wound Healing

### Product Roundup:

- Holiday Gift Guide

### Magazine Due Dates

Editorial: 08/01/25

Ad Close: 09/02/25

## NOV THEMES

### DEVICES

- LED
- Microdermabrasion
- Ultrasound
- High Frequency
- Home Care Devices
- App-connected Devices

### LIPS

- Lip Cosmetics
- Lip Devices
- Lip Treatment
- Lip Enhancement Products

### LIGHT THERAPY

- Light Therapy Facial Devices
- Light Therapy Body Devices
- Light Therapy Home Devices
- Light Therapy Masks
- Spa Equipment
- Spa Cleaning Products

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Lips
- Protocols in Practice: High-Tech Treatments

### JAR DECONSTRUCTED: Extra Virgin Olive Oil

- Moisturizing
- Healing

### Product Roundup:

- Devices

### Magazine Due Dates

Editorial: 09/02/25

Ad Close: 10/02/25

## DEC THEMES

### NECK/DEC

- Skin Care
- Devices for the Neck/Dec
- Tools for the Neck/Dec

### SUGARING

- Sugar
- Pre/Post Sugar Skin Care
- Soothing Skin Care
- Supplies for Sugaring

### CUSTOMER SERVICE

- Spa Software
- Apps
- Spa Consultants

### READERS' CHOICE

- Skin Care
- Body Care
- Makeup
- Facial Tools
- Facial Devices
- Spa Tools
- Massage

### SUPPLIER INSIGHTS (DM)\*

- Industry Input: Eye Care
- Protocols in Practice: Lifting/Firming

### JAR DECONSTRUCTED: Ghee

- Skin Repair
- Natural Glow

### Product Roundup:

- Sugaring

### Magazine Due Dates

Editorial: 10/01/25

Ad Close: 10/31/25

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