

2022 Media Planner



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

JAN THEMES

CLINICAL SKIN CARE

- Biology-Based
- Soothing & Safe
- Anti-Inflammation

REVIVING/ RESTORING BEAUTY

- Vitamins & Minerals
- Nutricosmetics
- Humectants/Emollients

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Skin Health & Immunity

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 09/01/21
Ad Close: 12/07/21

FEB THEMES

HAIR HEALTH

- Scalp Care
- Repair & Growth
- Textured Hair

ETHICAL BEAUTY

- Circular/Sustainable
- Socially Responsible
- Lab-Cultured Care

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Reviving & Restoring Hair

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 10/01/21
Ad Close: 01/06/22

MAR THEMES

SKINIMALISM

- Mild Cleansing
- Simple Formulas
- Microbiome-Friendly

COLOR COSMETICS

- Lips & Eyes
- Radiance
- Vegan Pigments

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Minimalistic Formulating

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 11/02/21
Ad Close: 02/04/22

Bonus Distribution:

- in-cosmetics Global

APR THEMES

SUN PROTECTION

- UV & Blue Light
- SPF Efficacy
- Boosters & Antioxidants

SKIN DETOX/PURIFICATION

- Anti-Pollution
- Exosome
- Anti-Acne

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Exosome Protection

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 12/01/21
Ad Close: 03/09/22

MAY THEMES

FEEL-GOOD BEAUTY

- Well Aging
- Anti-Stress & Aroma
- Next-Gen CBD

ANTIPERSPIRANTS & ORAL CARE

- Microbe-Balancing
- Natural
- Flavor & Fragrance

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Feel-Good Beauty & Self-Care

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 01/03/22
Ad Close: 04/07/22

JUN THEMES

HAIR & SCALP CARE

- Nutritive Care
- Masks
- Anti-Dandruff

TECH IN BEAUTY

- Personalization
- AI & AR

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Hair/Scalp Cleansing & Care

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 02/01/22
Ad Close: 05/05/22

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

TBD – NYSCC Suppliers' Day, SCC Annual Meeting

Covered Every Month

Regulatory Updates, Market Insights, Testing, Cosmetics R&D and Expert Opinions

JUL/AUG THEMES

SUSTAINABLE NATURALS

- Phytonutrients & Superfood
- Upcycled & Fermented
- Conscious Beauty

CARE CLEANSING

- Imparting Moisture
- Sensitive Skin
- Microbiome

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Sustainable, Natural & Conscious Beauty

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 03/01/22
Ad Close: 06/07/22

Bonus Distribution:

- IFSCC

AUG ONLINE ONLY!

BODY CARE

- Antiperspirants
- Anti-Cellulite

EXPERT OPINIONS

Featured online:

- Body Care

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 04/04/22

SEP THEMES

ANTI-AGING

- Brightening
- Firming & Toning
- Hydration & SPF

COLOR + CARE

- Moisturizing Makeup
- Cruelty-Free
- Inclusive Beauty

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Multifunctional Makeup

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 05/02/22
Ad Close: 08/05/22

Bonus Distribution:

- Beauty Accelerate

OCT THEMES

COMPROMISED SKIN

- Dryness & Eczema
- Reducing Redness
- Barrier Care

NEXT-GEN SPF

- Eco-Friendly
- Esthetic Protection
- Ingestibles

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Compromised Skin Care

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 06/01/22
Ad Close: 09/06/22

NOV/DEC THEMES

PSYCHODERMATOLOGY

- Mood-Boosting Beauty
- Tired Skin
- Circadian Care

ANTI-ACNE

- Sebum Reduction
- Microbiome Balance
- Facial Cleansing

EXPERT OPINIONS (DM)*

Insights from suppliers and other experts on:

- Psychodermatology & Emotive Beauty

Product Roundup:

Ingredients, Equipment & Services

Magazine Due Dates

Editorial: 07/01/22
Ad Close: 10/06/22

DEC ONLINE ONLY!

HAIR CARE & REPAIR

- Strengthening
- Softness
- Protection

EXPERT OPINIONS

Featured online:

- Hair Care & Repair

Magazine Due Dates

Editorial: 08/01/22

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TBD – NYSCC Suppliers' Day, SCC Annual Meeting

*(DM) - Digital Magazine