

# MAGAZINE PRODUCT ROUNDUP

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GLOBAL  
COSMETIC  
INDUSTRY®  
The Beauty Innovator's Resource

## Make more of an impact with the Product Roundup Program.

Scheduled magazine display advertisers receive an additional value of inclusion in *Global Cosmetic Industry's* 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 monthly "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *Global Cosmetic Industry website* and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *Global Cosmetic Industry's* 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.

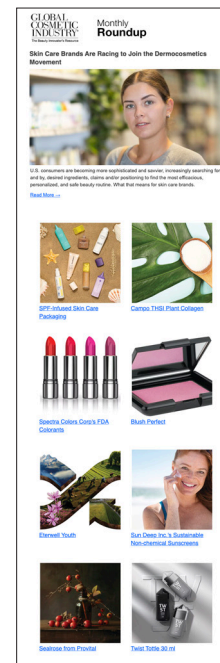
### Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Global Cosmetic Industry* magazine in 2025.
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 e-mail 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, at 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.



### PRODUCT ROUNDUP

[Products, Equipment & Services]

#### Unique Packaging, Ingredients & More

**Camilo Tea Tree Oil (Odorless)**  
Camilo Research  
www.camilo-research.com/  
Camilo Tea Tree Oil (Odorless) is a non-volatile fixed heavy non-aromatic oil with potent anti-microbial activities. The fixed odorless oil is C22 extracted from recycled spent leaves of the post steam distillation tea tree leaves. Camilo tea tree oil (odorless) is not under the "concern status" of the CMR classification.

**PterWhite**  
Sabinsa Corp.  
www.sabinsacosmetics.com  
PterWhite conveniently blends with cosmetic formulations to offer antioxidant coverage and protection against ultraviolet light, effectively lighten skin tone and reduce the appearance of wrinkles and sun damage.

**Express Trigger Sprayers at McKernan Packaging Clearing House**  
McKernan Packaging Clearing House  
www.mckernan.com/products?search=express&pageindex=0&categories=%5B%22trigger%20sprayers%22%5D&continuousSupply=%5B%22true%22%5D  
McKernan's Continuous Stock line is adding new Express Trigger Sprayers by Jet. These 200-500 trigger sprayers are available in white, black, natural and whitened. These Express trigger sprayers feature a glass ball and a 1.1 cc nozzle. To order your free sample of these Trigger sprayers, call McKernan at 1 (800) 707-7587.

**Sustainable Non-chemical Sunscreens**  
Sun Deep Inc.  
www.sundeepinc.com  
Our latest addition to sustainable non-chemical sunscreens were formulated to meet multiple difficult-to-achieve natural standards. Utilizing plant-derived UV boosters, preservatives and film formers as an SPF 50, 80-minute water resistance was achieved with no silicone.

**FDA Colorants**  
Spectra Colors Corp  
spectracolors.com/fdc-dyes/  
Spectra Colors offers small quantity batch-certified colorants to be used in dips in formulations. The company's FD&C and D&C dye products are available as powders, with specific colors available in liquid and granular form.

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