

Connect with *Global Cosmetic Industry's* audience by including your brand among industry experts.

Facilitate intimate video conversations with beauty industry experts on trends, challenges and opportunities facing the market.

Choose your preferred method of educating the industry:

- Sponsor provides an industry expert to participate in a five (5) minute editorial video interview exclusively focused on the supplier's product innovation.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

Who You Reach

Qualified Beauty Professionals across multiple media channels.

- 30,000 Magazine Subscribers
- 23,000 Daily Newsletter Subscribers
- 37,000 Dedicated E-blast Subscribers
- 40,600 Registered Website Users
- 65,000 Monthly Website Visitors
- 134,000 Social Media followers

The Program

4-week Lead Generation and branding ride along. The Video Interview campaign includes the following:


- Posted 3x in the daily newsletter
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes an e-blast to qualified subscribers

SPONSORED

HOME > INGREDIENTS > HAIR CARE

How Mibelle Biochemistry's PinoPlex Locks in Moisture for Shinier, Healthier Hair


Apr 24th, 2024 | From Mibelle AG Biochemistry



By preventing the hair's moisture porosity, PinoPlex can lock in hydration to smooth out damaged hair fibers.

Volodymyr at Adobe Stock

THIS VIDEO IS SPONSORED BY: **Mibelle AG Biochemistry**



Mibelle Biochemistry's PinoPlex is both upcycled from and inspired by pinecones from Scots pines.

The technology is designed to close hair cuticles damaged by bleaching, styling and other stresses, thereby preserving moisture and helping to prevent split ends.

By preventing the hair's moisture porosity, PinoPlex can lock in hydration to smooth out damaged hair fibers.

In addition to boosting the hair's strength and shine, the technology is sourced from hand-harvested pinecones in an ethical process that has earned the ingredient the French Forêt d'Exception label for responsible forest management.

To learn more about this bio-inspired technology for moisturized and strengthened hair, we spoke to Mibelle Biochemistry. Watch the full conversation and briefing below.

Branding

- Logo will be placed on the video website page.
- Company name will be listed as “Sponsored by Company Name” (no logo).

Branding on the Website

- Listed on the home page under “Latest” (4-5 days)
- Listed under description of video on the list pages
- Listed under author name on detail page
- Listed on video graphic

Branding in the Daily Newsletter

- Pushed 3 total times, once per week in the daily with “Sponsored by Company name”

Branding in Social Media Posts

- Mentioned as sponsor

Branding on the Video

- Pre-roll slide mention as sponsor
- Video sponsor slide at the end of the video

Direct Leads & Reporting

- Anyone who selects “Watch” to see the videocast will generate a lead
- Leads report updated daily for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

Material Needed

Logo (300 dpi) & Company Name to be listed.

Rate: \$5,150

*Must book at least 8 weeks before the run date.
Material is due 4 weeks before the run date.*