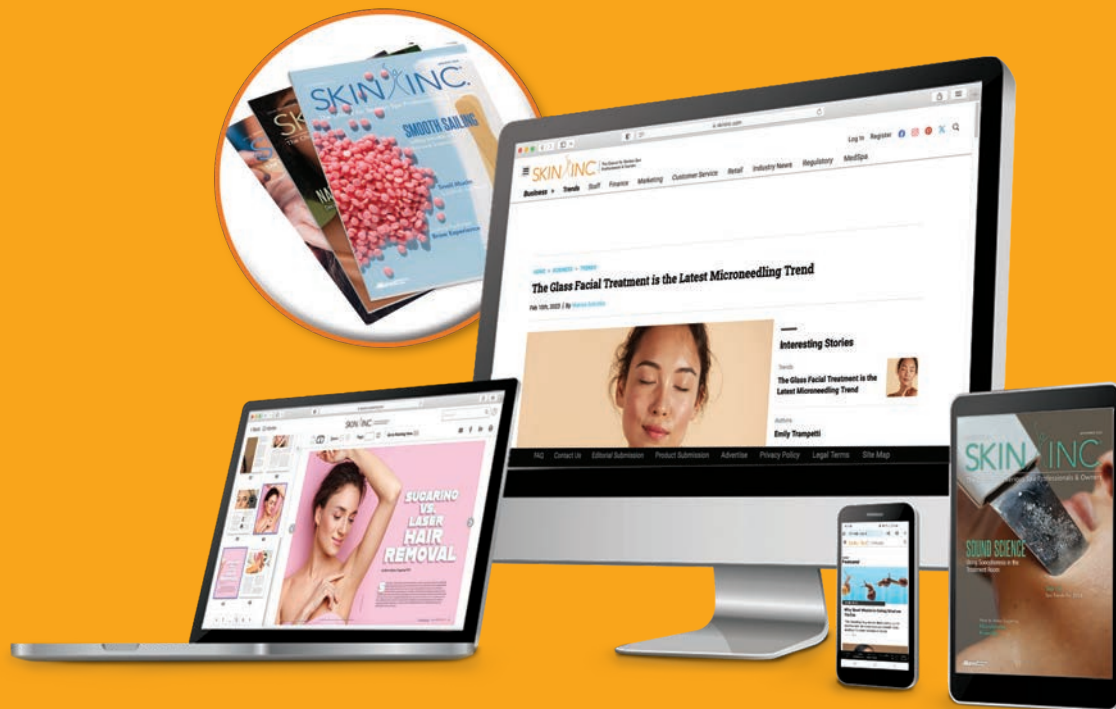


## Skin Inc. – The Choice for Serious Skin Care Spa Professionals & Owners



### Adding Your Edge

As spa professionals, you have all become painfully acquainted with getting comfortable being uncomfortable. Adaptability is one of the most important skills to have in the industry, and now that the spa industry is back in full swing, this is more important than ever.

Between the constantly advancing technologies, to the latest breakthroughs in skin care ingredients, being able to find your niche and set yourself apart amid the changes and chaos is crucial. Clients are consuming education, both good and bad, more rapidly than ever before, and it is your job to set yourself up as the expert that they listen to.

Keeping you at the cutting edge of what is going on in the industry is our bread and butter. We are here to wade through the research and bring you the need-to-know information on new techniques, ingredient innovations, technological advancements and business strategies.

While consumers are always on the hunt for the “latest and greatest” skin care fix, what really matters, at the end of the day, is consistency, results and some relaxation sprinkled in. Be the expert your clients can turn, and let us be your resource to do just that.

Yours in Change,

Katie Anderson  
Editor-In-Chief, Skin Inc.

## What is *Skin Inc.*?

*Skin Inc.* is the preeminent professional resource for advancing skin care spa businesses through the science, business technology and technique behind treatments and products. We inspire better skin care, so practitioners and owners can take their careers to new heights.

## Why It's Important

Skin care is an ever-growing market, expected to see a **CAGR of 6.68%** on a global scale into 2032 to reach **194.055 billion**.\*

Within that market, professional skin care is expected to grow 5% through 2031,\*\* and leading that growth is product innovation and growing concern of skin care issues. And, who better to address those growing skin care concerns than the skin care professionals educated and trained to do just that. When asked on sources for product information 55% of consumers rely on beauty professionals.\*\*\* Make sure you have the best skin care knowledge to be that source and deliver the best treatments.

Sources:

\*[www.fortunebusinessinsights.com/skin-care-market-102544](http://www.fortunebusinessinsights.com/skin-care-market-102544)

\*\*[www.researchandmarkets.com/reports/5011354/global-professional-skincare-market-2021-2025](http://www.researchandmarkets.com/reports/5011354/global-professional-skincare-market-2021-2025)

\*\*\*<https://www.forbes.com/sites/hbsworkingknowledge/2019/12/13/how-influencers-are-making-over-beauty-marketing/?sh=4e00c5831203>

# AUDIENCE WHO WE REACH

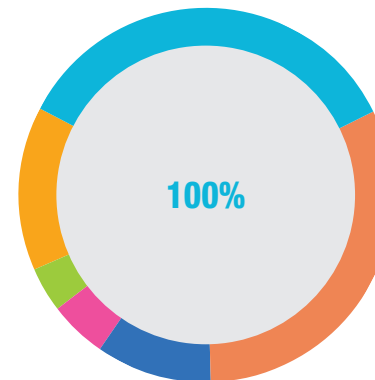
Perri Polowy  
Business Development Mgr  
ppolowy@allured.com  
630-344-6075  
www.SkinInc.com



## Subscribing Companies

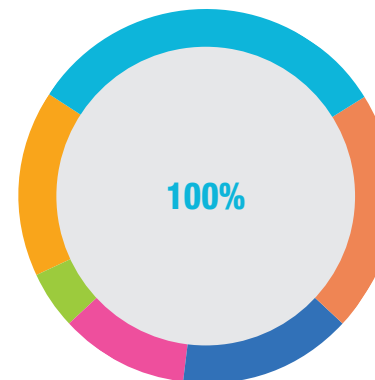
Allya	HeyDay	Solage
AvantGard Spa	International Orange	Tricoci Salon & Spa
Esspa Kosmetika	Ruby Room	Woodhouse Day Spa
Fabriq Spa		

**Total Market Reach – 116,000**



## Primary Job Functions

- Esthetician or Medical Esthetician **35%**
- Owner/Director/Manager **32%**
- Student/Educators **10%**
- Medical Professional **5%**
- Cosmetologist/Massage Therapist **4%**
- Allied to the Field **14%**



## Primary Business Types

- Day Spa & Massage Services & Salon with Spa Services **32%**
- Skin Care Studio **21%**
- Medical Spa/Clinic/Office **15%**
- Schools **11%**
- Destination Spa/Resorts/Hotel Spa/Fitness/Wellness **5%**
- Allied to the Field **16%**

# AUDIENCE HOW WE REACH THEM

Perri Polowy  
Business Development Mgr  
ppolowy@allured.com  
630-344-6075  
www.SkinInc.com



The leading multichannel information platform to reach **116,000** unique Spa Professionals advancing skin care.

**Magazine** Subscribers  
 **39,000**

**Website** Users (Monthly Avg.)  
 **50,000**  
Registered Website Users: 90,000

**Daily Newsletter** Subscribers  
 **41,000**

**Social Media** Followers  
 **228,000+**

**Dedicated E-blast** Subscribers  
 **72,000**

**Face & Body** Attendees  
 **2,713**

Save the Dates!  
  
SKIN CARE SHOW  
September 7-8, 2025

# AUDIENCE PURCHASING POWER\*

Perri Polowy  
Business Development Mgr  
ppolowy@allured.com  
630-344-6075  
www.SkinInc.com



## Purchasing Power

# 97%

Are Directly Involved,  
Recommend and/or  
Approve Purchasing  
Decisions

## Number of Treatment Rooms

**55%** 1 Room

**23%** 2-3 Rooms

**17%** 4-9 Rooms

**3%** 10 + Rooms

## Products Purchased



\*Publisher's Data