

MAGAZINE COVER SPONSORSHIP

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NAILPRO
THE ART AND BUSINESS OF NAILS

Ensure your presence in the industry is a statement in itself.

The accompanying 4-page folio will educate the *Nailpro* audience on your thought leadership in an area you wish to push to the forefront.

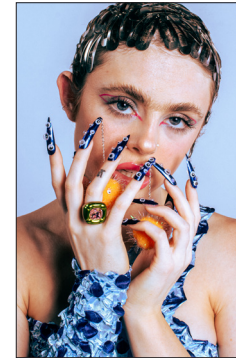
Nailpro - The Art and Business of Nails

Nailpro serves cutting-edge nail salon owners and nail technicians with the latest nail trends, techniques, products, services and advice for growing a sustainable nail business.

Cover Image Examples

Images should be fashion oriented and future-forward.

All cover images need to be vertically oriented.



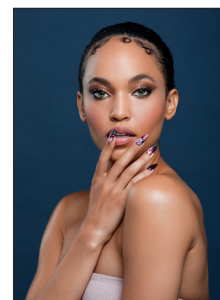
Designers work with the scale and crop of each image to arrive at a final cover. Examples to the right show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image →



Final Cover Image -
Enlarged and cropped.



Original Image →



Final Cover Image -
Enlarged and cropped.

MAGAZINE COVER SPONSORSHIP CONT'D

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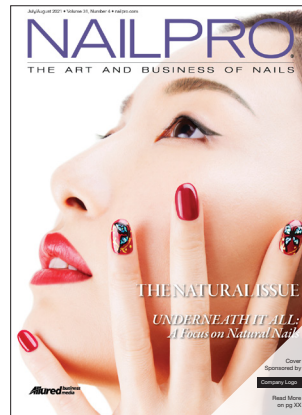
The cover sponsorship allows you to provide the image for *Nailpro's* cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Our editors will help you create a 4-page story specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to appearing in *Nailpro* and on our website, we will provide you a PDF version for your own marketing use.

What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio that becomes a web exclusive
- Mentioned in editor's note
- Included 3x in *Nailpro* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

Rate: \$22,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle

From Plant to Essential Oil in Two Seconds
EXTRACTION THROUGH SCENT EVAPORATION, AS NATURE INTENDED.

By G. RUSSELL THOMAS
CEO, RUSSELL THOMAS
COO, RUSSELL THOMAS

F-1. Solvent penetration vs. Evaporated gases escaping

Evaporative Extraction produces an extraction that is 3-5x higher yield than solvent extraction.

From Plant to Essential Oil in Two Seconds

F.1. Component Comparison

Superior Yield of Volatile Compounds

Primary Compounds	Evaporative Extraction	Solvent Extraction
Terpenes	High	Low
Flavonoids	High	Low
Alkaloids	High	Low
Phenols	High	Low
Carotenoids	High	Low
Steroids	High	Low
Alcohols	High	Low
Aldehydes	High	Low
Ketones	High	Low
Esters	High	Low
Acids	High	Low
Salts	High	Low
Other	High	Low

F.2. Energy Consumption Comparison

Distillation Energy vs Solvent Ratio

Method	Energy Consumption (kWh)
Distillation	~1000
Solvent	~200
CO2	~100
Water	~50
Evaporative	~20

F.3. Evaporative Extraction Process

1. High Temperature
2. Plant Material
3. Plant Material
4. Plant Material
5. Plant Material
6. Plant Material
7. Plant Material
8. Plant Material
9. Plant Material
10. Plant Material
11. Plant Material
12. Plant Material
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18. Plant Material
19. Plant Material
20. Plant Material

F.4. Evaporative Extraction Process

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Example 4-Page Folio