

beautyinsider

THE INDUSTRY UNCOVERED

>> FRAGRANCE

SWEET SMELL

The trend cycle of fragrance perfumes through the centuries

>> CURRENT TRENDS

SUSTAINABLE BEAUTY

A green future is the only future for cosmetic companies

>> INVESTIGATION

FMCG LOGISTICS

Why cosmetic companies are reliant on optimised logistics



SAUDI ARABIA

The Route to Market...



EDITOR'S WELCOME

It gives me great pleasure to introduce the first edition of Beauty Insider. Whether you're the logistics manager, the global investor or the salon owner, our aim is to explore the beauty and cosmetic industries as well as to educate and excite everyone involved. By examining the international scene and more localised industry sectors, there will be something you can all enjoy and learn from to enhance your understanding of the complex nature of the industry. For the first time, see your industry uncovered.

BEAUTY INSIDER

EACH MAGAZINE WILL INCLUDE:

- Minimum of 3 feature articles (dependent on current trends and up to date relevance), focusing on each of the main areas (produced goods) of the beauty industry; fragrance, hair and nail care, skincare and cosmetics
- International trends
- Industry regulations (new and existing)
- Interviews - global and local heads of industry sectors/ companies/ small businesses
- World map of stats and facts
- Track the business of a salon
- Product watch
- Product break down (taking one well known product on the market and examining the ingredients, suppliers, country of origin, distribution methods etc.)

FIRST EDITION OF THE MAGAZINE WILL INCLUDE THE FOLLOWING FEATURES:

- Fragrance: A Timeless Market
- Logistics - behind the scenes of Fast Moving Consumer Goods (FMCG), with interviews
- Is the industry sustainable? Focusing on the move away from parabens, sulphates etc.
- Saudi Arabia, route to market

THE SECOND EDITION WILL INCLUDE:

- Review and roundup of the success of Beautyworld 2014
- Tanning - real or fake, and the industry impact
- Motivating your staff
- What makes a product successful?
- Interview with L'Oréal logistics

THIRD EDITION:

- Pigmentation and its problems
- EU vs. US beauty industry ease of trade
- Developing countries lead the way for beauty
- Oil price and the impact on the beauty industry
- Where beauty ends and medicine begins

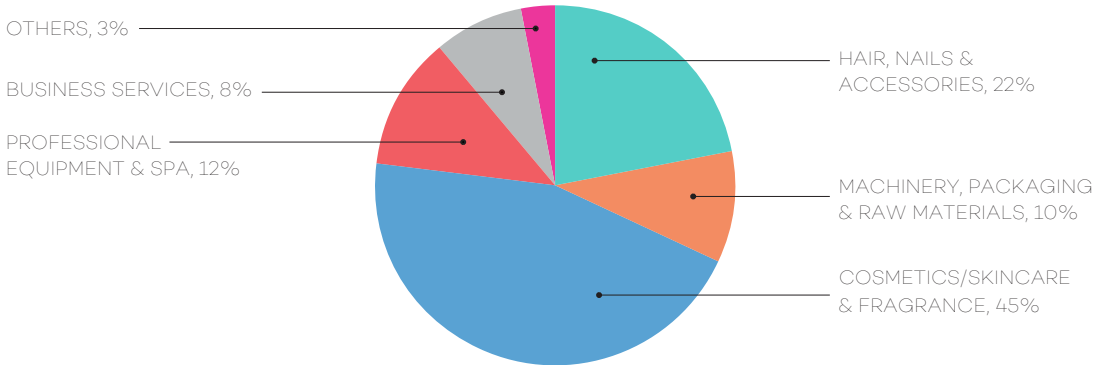
FOURTH EDITION

- Does packaging sell the product?
- Precious metals and the price of Beauty
- Looking forward to Beautyworld 2015
- Religion and cosmetics

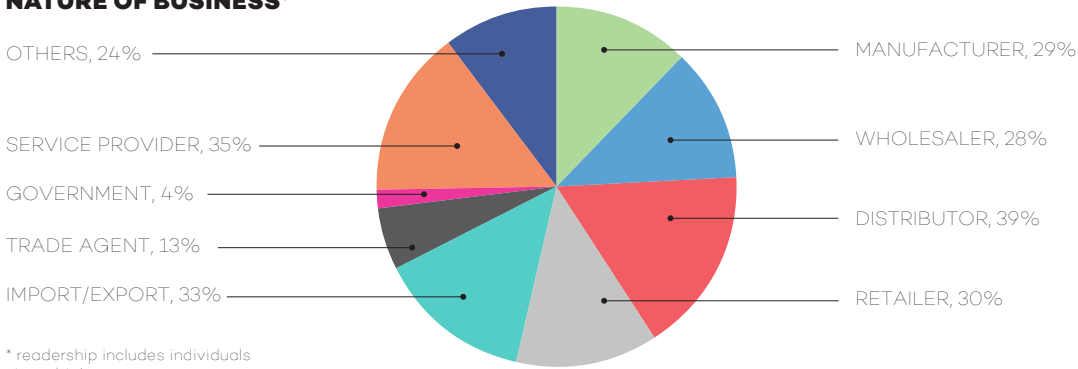


BEAUTY INSIDER READER PROFILE

PRODUCT AREA INTEREST

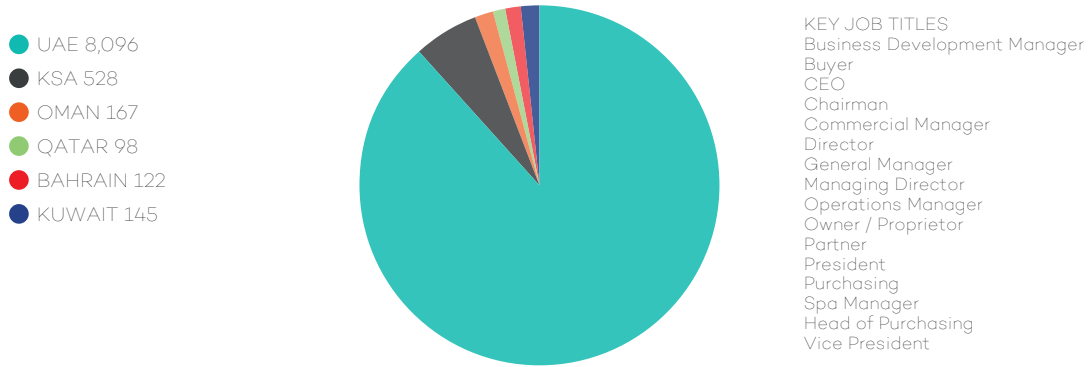


NATURE OF BUSINESS*



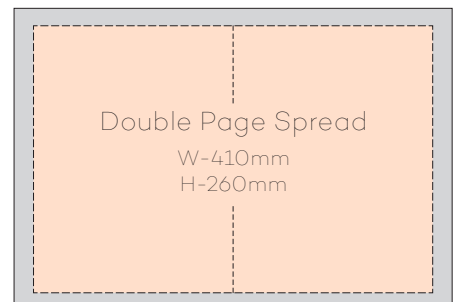
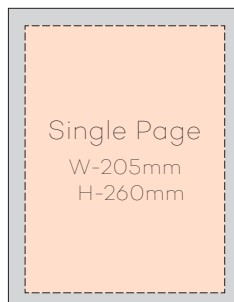
* readership includes individuals in multiple sectors

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