

eye|lash 2017

EDITORIAL CALENDAR



jan/feb

+ Bonus Distribution: ISSE, Long Beach; IBS New York; The Makeup Show, Orlando, FL

NOURISH IN THE NEW YEAR

The Best Lash and Brow Conditioners

WORK HEALTHY Self-Care Tips and Tools for Beauty Pros

Ad Close: 12-12-16



mar/april

+ Bonus Distribution: Nailpro Pasadena; America's Beauty Show, Chicago; The Makeup Show, New York

STAY SHARP Continuing Education for Lash Artists

SPRING BEAUTY UPDATE The Season's Freshest Eyeshadows, Eyeliners, Brow Cosmetics and More

Ad Close: 2-10-17



may/june

+ Bonus Distribution: Premiere Orlando Beauty Show; Int'l Est./Cosm./Spa Conf. (IECSC), Las Vegas; IBS Las Vegas Hair & Nail; Cosmoprof North America, Las Vegas; The Makeup Show, Chicago

WINNING AT LASHING Our Ultimate Guide to Lash Competitions

CUTTING-EDGE EXTENSIONS

What's New in Curl, Color and Textured Lashes

Ad Close: 4/11/17



jul/aug

+ Bonus Distribution: Face & Body Expo, San Jose, CA

MICROBLADING AND BEYOND

The Future of Permanent Makeup

STICKING POINTS Adhesive Strategies for Hot, Humid Days

Ad Close: 6/9/17



sept/oct

+ Bonus Distribution: The Makeup Show, Dallas; Nailpro Sacramento

TOOL TIME Our 3rd Annual Guide to Essential Tools for Lash and Brow Techs

REFRESH AND RENEW The Best Anti-Aging Eye Treatments

Ad Close: 8/10/17



nov/dec

+ Bonus Distribution: The Makeup Show, Los Angeles

HOLIDAY GIFT GUIDE What to Buy for Clients, Coworkers and Yourself!

PARTY STRIPS AND FLARES Get Festive with the Latest and Greatest Temporary Lashes and Tools

Ad Close: 10/11/17

IN EVERY ISSUE

PRIVATE EYE Industry news, trends, fun facts and big ideas

MASTER CLASS Tips, tricks and training opportunities for lash and brow artists

BUSINESS PLAN Sales, marketing and success secrets from pros in the know

COUNTER INTELLIGENCE Essential tools, after-care items and eye-centric retail offerings

Please Note: Editorial projections are subject to change on the basis of availability and new developments. Use this listing as a general guideline, but check with your advertising representative for updated monthly listings.

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