

MEDIA KIT 2024

MEDIA KIT

TRENDS
RESEARCH
INGREDIENTS
PACKAGING
MARKETS
EVENTS



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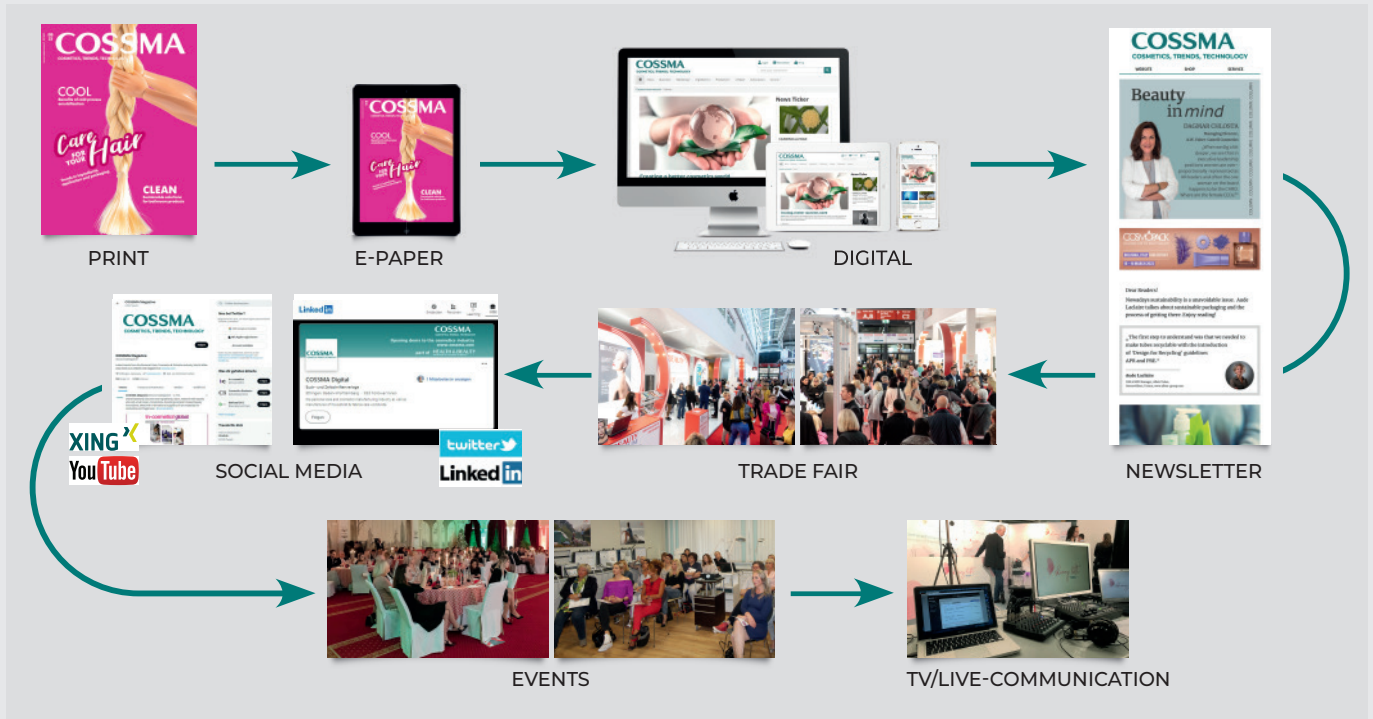


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CROSS-MEDIA COMMUNICATION

Health and Beauty is an internationally operating company. We create individual and crossmedia communication concepts targeted exactly at your needs. With COSSMA, you will reach your target group via all relevant communication channels. You will

get everything: Print, Digital, Trade Shows & Events, TV & Live Communication: Trend-setting. Innovation. Partnership. Highest quality. This is what COSSMA stands for.



10x
3.200 Ex.

COSSMA
Opening doors to the international personal care & cosmetics industry



12x
21.000 Ex.

BEAUTY FORUM Edition Germany | The leading publication to reach cosmetic professionals



6x
4.000 Ex.

BEAUTY FORUM Edition Austria | Reach beauty professionals in Austria



10x
6.000 Ex.

BEAUTY FORUM Edition Swiss | Reach beauty professionals in Switzerland



6x
10.000 Ex.

MEDICAL BY BEAUTY FORUM (D-A-CH) | Reach cosmetic surgeons and beauty professionals



6x
2.500 Ex.

BUSINESS BY BEAUTY FORUM | Business information for beauticians & make-up artists



BALANCE BEAUTY TIME
www.balancebeautytime.com | The B2C platform for beauty, health and balance



NEWSLETTER

10,600 Newsletter recipients

17% Access rate

5,5% Click-Through-rate

SOCIAL MEDIA

4,500 Followers in COSSMA's social media channels
Twitter · LinkedIn · Youtube · Xing

WEBSITE

62,000 Visits per 12 months

120,000 Page Impressions per 12 months

COSSMA

Volume 25 2024 · www.cossma.com

Frequency:

monthly (10 issues per year)

Print run:

3,200 printed copies international

Circulation Breakdown:

a.) by industry sector:

Manufacturers of cosmetics and personal care products

(Hair care, skin care, soaps/syndets, bath and shower products, women's fragrances, deodorants, colour cosmetics, men's cosmetics, dental and oral care, apparatus cosmetics, other toiletries)

Service providers, contract manufacturers and distributors

(Contract manufactures, contract fillers and developers, laboratory services, business consultants, distributors of cosmetic products, other service providers)

Suppliers of the cosmetics industry

(Suppliers of ingredients for cosmetic products, packaging suppliers, producers of process equipment and production technology, other suppliers)

b.) by job function in % of total

Marketing, Sales, Export, Product Management
Corporate Management

R & D, Laboratory, Purchasing, Technical Marketing
Others

Short characteristics:

COSSMA an international media read by decision makers within the international cosmetics and personal care industry. COSSMA covers the whole supply chain in just one platform: From current trends, developments and market research, via R & D and laboratory services, ingredients, packaging up to marketing the finished products to the end-consumer. Read about it in COSSMA and discover today what your competitor is planning for tomorrow! With COSSMA, you will reach your target group via all relevant communication channels: Print, Digital, Trade Shows & Events, TV & Live Communication.

72%

Total reach print/digital

18%

10%

35%

33%

30%

2%

51% Germany	20% USA	4% France	12% ROW
4% Switzerland	3% Great Britain	1% India	2% Italy
2% Austria	1% Spain		

EDITORIAL SCHEDULE PRINT & E-PAPER 2024

Issue	Advertising Deadline (AD) Copy Deadline (CD) Publishing Date (PD)	2024 Editorial Focus – Special Topics	Trade Events (Bonus Distribution & Your Event Marketing)
1/2	AD: 2 Jan CD: 9 Jan PD: 6 Feb	Close up: Ageless Beauty: Innovations in Anti-Aging Monomaterial packaging The development of customer needs and expectations	<u>Your pre-marketing for:</u> PCD/ADF Cosmetagora
3	AD: 30 Jan CD: 6 Feb PD: 5 Mar	Close up: UV-Filters – innovation in sun care Small changes, big effects: Improving packaging The versatility of oils	Your pre-marketing for: Cosmoprof/Cosmopack
4	AD: 27 Feb CD: 5 Mar PD: 2 Apr	Close up: Natural cosmetics – organic and clean New and special textures Men care	Your pre-marketing for: In-Cosmetics
5	AD: 2 Apr CD: 9 Apr PD: 7 May	Close up: Hybrid products – colour cosmetics with effects Developing new cosmetic products – difficulties and risks Market survey: Process & laboratory technology	Your pre-marketing for: NYSCC Suppliers' Day MakeUp in Paris
6	AD: 30 Apr CD: 7 May PD: 4 Jun	Close up: Just for you – customized facial care New raw materials for cosmetics Solutions for sensitive skin	Your pre-marketing for: Cosmetic Business MakeUp in Paris
7/8	AD: 25 Jun CD: 2 Jul PD: 30 Jul	Close up: Intense treatments – ampoules, masks & co Sustainability in packaging Market survey: Ingredient providers	Your follow-up after: Cosmoprof In-Cosmetics Cosmetic Business
9	AD: 30 Jul CD: 6 Aug PD: 3 Sep	Close up: Special ingredients – body care of tomorrow Boosters, additives & functional ingredients Packaging: Materials in comparison	Your pre-marketing for: LuxePack Monaco
10	AD: 3 Sep CD: 10 Sep PD: 8 Oct	Close up: Smooth and bouncy – products for curly hair Smart product design in packaging Saving resources in production	Your pre-marketing for: Sepawa Congress
11	AD: 1 Oct CD: 8 Oct PD: 5 Nov	Close up: That's next – trends to expect in 2025 Fragrances in personal care Market survey: Packaging providers	Your pre-marketing for: SCS Formulate Cosmoprof Asia
12	AD: 29 Oct CD: 5 Nov PD: 3 Dec	Close up: All about eyes: New solutions for care & make-up The potential of PCR material Market survey: Service providers	Your follow-up after: LuxePack Monaco Sepawa Congress

DEADLINES & SCHEDULE 2024

COSSMA Print + e-Paper | COSSMA e-mail Newsletters

Calendar week	1	2	3	4	5	6	7	8	9
Print & e-Paper	2 Jan: Booking Deadline COSSMA 1-2				30 Jan: Booking Deadline COSSMA 3	6 Feb: COSSMA 1-2 Published			Feb. 27: Booking Deadline COSSMA 4
e-mail Newsletter Standard		Send-out: 11 Jan		Send-out: 25 Jan		Send-out: 8 Feb		Send-out: 22 Feb	
e-mail Newsletter Exclusive			Send-out: 18 Jan		Send-out: 1 Feb		Send-out: 15 Feb		Send-out: 29 Feb
Trade Event			Paris Packaging Week (PCD/ADF) Cosmetagora: 16-17 Jan	Cosmoprof Miami: 21-24 Jan					
Calendar week	10	11	12	13	14	15	16	17	18
Print & e-Paper	5 Mar: COSSMA 3 Published			2 Apr: Booking Deadline COSSMA 5	2 Apr: COSSMA 4 Published				30 Apr: Booking Deadline COSSMA 6
e-mail Newsletter Standard	Send-out: 7 Mar		Send-out: 21 Mar		Send-out: 4 Apr		Send-out: 18 Apr		Send-out: 2 May
e-mail Newsletter Exclusive		Send-out: 14 Mar		Send-out: 28 Mar		Send-out: 11 Apr		Send-out: 25 Apr	
Trade Event			Cosmoprof & Cosmopack: 21-24 Mar				In-cosmetics Global: 16-18 Apr		NYSCC Suppliers' Day: 1-2 May
Calendar week	19	20	21	22	23	24	25	26	27
Print & e-Paper					4 Jun: COSSMA 6 Published			25 Jun: Booking Deadline COSSMA 7-8	
e-mail Newsletter Standard		Send-out: 16 May		Send-out: 29 May		Send-out: 13 Jun		Send-out: 27 Jun	
e-mail Newsletter Exclusive	Send-out: 8 May		Send-out: 23 May		Send-out: 6 Jun		Send-out: 20 Jun		Send-out: 4 Jul
Trade Event		Packaging Premier Milan		MakeUp in Paris: 29-30 May	Cosmetic Business Munich: 5-6 Jun	Achema: 10-14 Jun			
Calendar week	28	29	30	31	32	33	34	35	36
Print & e-Paper			30 Jul: Booking-D Deadline COSSMA 9	30 Jul: COSSMA 7-8 Published				3 Sep: Booking Deadline COSSMA 10	
e-mail Newsletter Standard	Send-out: 11 Jul		Send-out: 25 Jul		Send-out: 8 Aug		Send-out: 22 Aug		Send-out: 5 Sep
e-mail Newsletter Exclusive		Send-out: 18 Jul		Send-out: 1 Aug		Send-out: 15 Aug		Send-out: 29 Aug	
Calendar week	37	38	39	40	41	42	43	44	45
Print & e-Paper			1 Oct: COSSMA 11 Booking Deadline	8 Oct: COSSMA 10 Published				29 Oct: Booking Deadline COSSMA 12	5 Nov: COSSMA 11 Published
e-mail Newsletter Standard		Send-out: 19 Sep		Send-out: 2 Oct		Send-out: 17 Oct		Send-out: 31 Oct	
e-mail Newsletter Exclusive	Send-out: 12 Sep		Send-out: 26 Sep		Send-out: 10 Oct		Send-out: 24 Oct		Send-out: 7 Nov
Trade Event		Cosmoprof CBE Bangkok	HPCI Warsaw FachPack: 24-26 Sep	Luxe Pack Monaco		Cosmetorium Barcelona	Sepawa Congress Berlin		
Calendar week	46	47	48	49	50	51	52		
Print & e-Paper				3 Dec: COSSMA 12 Published					
e-mail Newsletter Standard	Send-out: 14 Nov		Send-out: 28 Nov		Send-out: 12 Dec		Send-out: 27 Dec		
e-mail Newsletter Exclusive		Send-out: 21 Nov		Send-out: 5 Dec		Send-out: 19 Dec			
Trade Event	Cosmoprof Asia SCS Formulate Coventry	Making Cosmetics Milan		Cosmoprof India Mumbai					

ADVERTISING RATES PRINT + E-PAPER



FORMAT	MEASUREMENTS*	PRICE
2/1 page	420 x 297 mm	6,300 €
1/1 page	210 x 297 mm	3,800 €
Inside front cover	210 x 297 mm	5,400 €
Inside back cover	210 x 297 mm	4,950 €
Outside back cover	210 x 297 mm	5,700 €

FORMAT	MEASUREMENTS	PRICE
1/4 page horizontal	210 x 75 mm*	2,100 €
1/4 page block	90 x 130 mm	2,100 €
1/4 page job offer		2,100 €
1/8 page block	90 x 62 mm	1,600 €
1/8 page horizontal	182 x 28 mm	1,600 €
Entry Suppliers' Guide	43 mm	5,00 € p. mm height
Loose Insert	up to 25 g	2,700 €
Bound Insert	2 pages	2,200 €
Bound Insert	4 pages	3,100 €



FORMAT	MEASUREMENTS*	PRICE
1/2 page vertical	103 x 297 mm	2,600 €
1/2 page horizontal	210 x 145 mm	2,600 €

Discounts:

When placing in one insertion year
(starting with the publication of the first ad)

Frequency discounts

3 ads 3%

6 ads 5%

12 ads 10%

20 ads 15%

Quantity discounts

3 pages 5%

6 pages 10%

12 pages 15%

20 pages 20%

No discounts on inserts, postcards and ads in the Suppliers' Guide section.

Prices & conditions:

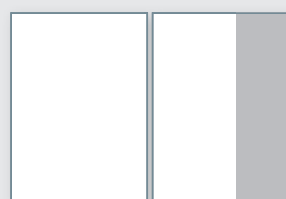
All prices in EUR exclusive of statutory VAT, charge for special placement 10%

Payment terms: Net, upon receipt of invoice

Agency commission:

15% of customer's net price

Please note: There are no agency commissions on any digital advertising formats



FORMAT	MEASUREMENTS*	PRICE
1/3 page vertical	84 x 297 mm	2,200 €
1/3 page horizontal	210 x 98 mm	2,200 €

* Plus 3 mm bleed edges on all outstanding edges

PRINT-ONLINE COMBINATION:

Combine your print advert with your display banner on www.cossma.com

Combine your print advert in an attention-grabbing format with your banner display advert on cossma.com and maximize the visibility for your company in all media channels! When booking one of those extraordinary print advertising formats as listed below,

you will automatically get a display banner advertisement on cossma.com included in your booking – totally free of charge as part of the print-online-combination package!

FORMAT	MEASUREMENTS	RATE	INCLUDES BANNER FORMAT	VALUE BANNER FORMAT
1/2 page 4c	103 x 297 mm*	2,600 €	-	-
1/4 page 4c	90 x 130 mm	2,100 €	-	-
Triangle diagonal	166 x 166 mm* (234 mm diagonal)	2,900 €	Medium Rectangle 300x250 px	530 €
Round Island	78 mm diameter	2,400 €	Medium Rectangle 300x250 px	530 €
Big Island	106 x 106 mm	2,300 €	Skyscraper 160x600 px	540 €
L-Display	210 x 67 (bottom)* +70 x 230 mm (side)*	2,600 €	Skyscraper 160x600 px	540 €
Bookmark Header	111 x 15 mm (5 consecutive pages)	2,550 €	Suppliers Logo Entry f. 6 months	420 €

Triangle

Triangle

In the world, it takes about 10 years for PLA to decompose. That might seem like a long time, but it's a completely natural and biodegradable process. The fact of the matter is, however, that PLA is not biodegradable in the way you think it is. PLA is a synthetic material, and it's not biodegradable in the way you think it is. PLA is a synthetic material, and it's not biodegradable in the way you think it is. PLA is a synthetic material, and it's not biodegradable in the way you think it is.

PRODUCTS MADE FROM PLA DECOMPOSE ONLY AFTER 10 YEARS

The currently popular PLA packaging is made of polylactic acid, which is a bio-based and biodegradable material. But this does not mean it is biodegradable in the way you think it is. PLA is a synthetic material, and it's not biodegradable in the way you think it is. PLA is a synthetic material, and it's not biodegradable in the way you think it is.

proven 1,000x times over

Filling
best with RATIOFIL Filling Lines

www.ratiotor.com

Big Island

Big Island

GABRIEL CHIRIE

With the products of our range, you can create a unique and personalized look for your business. Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain. Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain.

BAR

Our bar products are made from high-quality materials and are designed to last. They are also easy to use and maintain. Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain.

BARBORA

Our barbora products are made from high-quality materials and are designed to last. They are also easy to use and maintain. Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain.

ARABAL

Our arabal products are made from high-quality materials and are designed to last. They are also easy to use and maintain. Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain.

ARCADIA BEAUTY

Our arcadia beauty products are made from high-quality materials and are designed to last. They are also easy to use and maintain. Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain.

ARABAL

Our arabal products are made from high-quality materials and are designed to last. They are also easy to use and maintain. Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain.

Round Island

Round Island

ARABAL

Our arabal products are made from high-quality materials and are designed to last. They are also easy to use and maintain. Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain.

ARCADIA BEAUTY

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Bookmark Header

Bookmark Header

Triangle

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proven 1,000x times over

Filling
best with RATIOFIL Filling Lines

www.ratiotor.com

L-Display

L-Display

HARNES THE POWER OF CLEAN AND GREEN IN YOUR BOTTLE

Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain. Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain.

ARABAL

Our arabal products are made from high-quality materials and are designed to last. They are also easy to use and maintain. Our products are made from high-quality materials and are designed to last. They are also easy to use and maintain.

ARCADIA BEAUTY

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YOUR BANNER BUNDLE IN COSSMA PRINT, NEWSLETTER AND ON COSSMA.COM

Combine banner formats in COSSMA's e-mail newsletter, on cossma.com as well as an exclusively placed banner-sized 1/3 advertisement in print and e-paper issue. Make sure to achieve

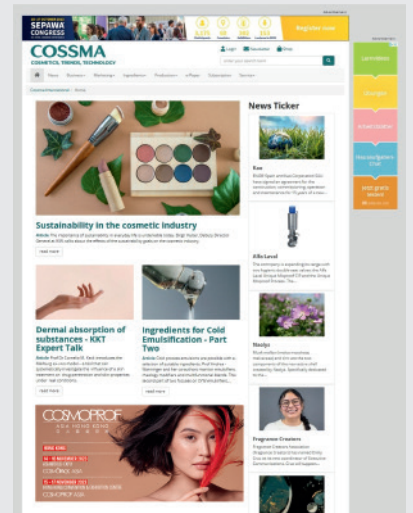
maximum visibility for your brand, products and services in all relevant media channels.



1x 1/3 page banner
Exclusive placement on editorial page possible (Print + e-paper)



2x banner in newsletter in month of the print publication



3x premium banner on cossma.com in month of publication + one month prior, one month after publication

FORMAT	WHAT YOU WILL GET	TOTAL VALUE OF ELEMENTS CONTAINED	YOUR RATE
Banner Bundle Basic	3x your 3 rd position banner in 3 consecutive e-mail newsletters PLUS 3x your premium banner on cossma.com in 3 consecutive month	4.950 €	3.900 €
Banner Bundle Plus	1x your 1/3 page horizontal in COSSMA print issue of your choice PLUS 2x your 2 nd position banner in 2 consecutive e-mail newsletters in month of print publication PLUS 3x your premium banner on cossma.com in 3 consecutive month, starting with month prior to print publication	6.280 €	4.900 €
Banner Bundle Premium	1x your 1/3 page horizontal on premium position on editorial page in COSSMA print issue of your choice PLUS 2x your 1 st position banner in 2 consecutive e-mail newsletters in month of print publication PLUS 3x your premium banner on cossma.com in 3 consecutive month, starting with month prior to print publication	7.940 €	5.590 €



NEWSLETTER

You will reach your target group quickly and effectively with a modern digital marketing tool! Book your space in COSSMA VIP Mail newsletter-

ters which are sent-out twice a month to decision makers from the international cosmetic and personal care industry. COSSMA VIP Mail is sent out in an international version in English.

ADVERTISING SLOT	FORMAT	RATE
1 st Position Banner	600 x 180 px	1,550 €
2 nd Position Banner	600 x 180 px	1,050 €
3 rd Position Banner	600 x 180 px	990 €
Sponsored Post Plus	newsletter, website, social media	1,520 €
Exclusive newsletter	1 exclusive newsletter, website, social media	1.870 €

ADVERTISING SPACES AVAILABLE:

- 1st Position Banner (600 px wide, 180 px high)
- 2nd Position Banner (600 px wide, 180 px high)
- 3rd Position Banner (600 px wide, 180 px high)
- Text Advert Sponsored Post Plus (your Sponsored Post on cosisma.com + teaser in e-mail newsletter)

COSSMA
COSMETICS, TRENDS, TECHNOLOGY

WEBSITE SHOP SERVICE

Beauty in mind
DAGMAR CHLOSTA
Managing Director,
A.N. Tabor Cosmetics
„When we dig a bit deeper, we see that in executive leadership positions women are over-proportionally represented as HR leaders and often the one woman on the board happens to be the CEO. Where are the female CEOs?“

1

Dear Readers!
Nowadays sustainability is an unavoidable issue. Aude Lactaire talks about sustainable packaging and the process of getting there. Enjoy reading!

„The first step to understand was that we needed to make tubes recyclable with the introduction of 'Design for Recycling' guidelines APR and P&E.“

Aude Lactaire
CEO & CEO Partner, Aude Lactaire, www.aude-lactaire.com

2

For less environmental impact

Sustainable packaging is increasingly in demand. While momentous solutions and less material are sustainable, they are difficult to implement in practice. Aude Lactaire talks about the status and which steps must be considered in the development.

[Read more](#)

4

Marchesini Group Beauty at Cosmopack 2023

Marchesini Group Beauty will be at Cosmopack 2023. On show the latest technologies for processing and packaging cosmetic products developed at its headquarters in Pavesio (Biella) and the plants of the specialized businesses acquired in the last few years.

[Read more](#)

3

COSSMA
COSMETICS, TRENDS, TECHNOLOGY

WEBSITE SHOP SERVICE

Bringing France to you
The latest products from France are now available in your country.

Formulation 2023: Facial Care & Colour Cosmetics

Dear Readers!
The issue of sun protection factor is very important, but not all active ingredients are photosensitive. Ingestible antioxidants like polyphenols and low molecular weight hyaluronic acid improve skin performance. Enjoy reading!

„Sunburn and premature skin aging are caused by increased exposure to UVA, which is the main source of ultraviolet (UV) radiation.“

Dr. Markus Thiele
Dr. Frank Grottel

Your complete partner for training courses for the cosmetics industry

Sustainable

For the consumer, the focus is on environmental friendliness, but also on the quality of the product. The use of sustainable materials is becoming increasingly important for the cosmetics industry.

Clean Beauty

When choosing the right clean beauty products, you should look for products that are free from parabens, phthalates, and other harmful substances. The use of natural ingredients and sustainable packaging is becoming increasingly important for the cosmetics industry.

Schöne und nachhaltige Unternehmenskultur der Osmarko-Gruppe

Die Osmarko-Gruppe ist ein Unternehmen, das sich für eine nachhaltige Unternehmenskultur einsetzt. Wir legen Wert auf die Gesundheit unserer Mitarbeiter und die Umwelt. Unsere Produkte sind frei von Parabenen und anderen schädlichen Substanzen. Wir setzen auf natürliche Inhaltsstoffe und nachhaltige Verpackungen. Unsere Mitarbeiter sind stolz auf ihre Arbeit und die Osmarko-Gruppe ist ein Unternehmen, das sich für eine nachhaltige Unternehmenskultur einsetzt.

COSSMA
COSMETICS, TRENDS, TECHNOLOGY

WEBSITE SHOP SERVICE

Beauty in mind
ANTONIA BEVIGLI
Managing Director,
Cosmetics Business
„The cosmetics industry is facing a new era of innovation and growth. The use of sustainable materials and natural ingredients is becoming increasingly important for the cosmetics industry.“

Sustainability dominates trends in packaging and ingredients

From natural ingredients to recycled packaging and refillable containers, the cosmetics industry is embracing sustainability. The use of sustainable materials and natural ingredients is becoming increasingly important for the cosmetics industry.

Microbiome

The microbiome keeps the skin healthy and glowing. Microbiome helps about a few easy tips incorporated in the daily routine, you can support the skin health and unlock the power of microbiome!

„The microbiome is a fascinating, thriving world of trillions of tiny organisms, living inside the human body.“

The power of microbiome

Microbiome is a fascinating, thriving world of trillions of tiny organisms, living inside the human body. The use of sustainable materials and natural ingredients is becoming increasingly important for the cosmetics industry.

Nonreactive power for wellbeing: TMOXX™

Nonreactive power for wellbeing: TMOXX™ is a natural ingredient that helps to support the skin's natural barrier and improve the overall health of the skin. The use of sustainable materials and natural ingredients is becoming increasingly important for the cosmetics industry.

Biopolymers for cosmetics

Biopolymers are natural polymers that are used in cosmetics to improve the texture and stability of products. The use of sustainable materials and natural ingredients is becoming increasingly important for the cosmetics industry.

EXCLUSIVE NEWSLETTERS:

Put your company into prime position as an exclusive advertiser in one of our exclusive e-mail newsletters. The exclusive newslet-

ter slots are also available twice a month and are sent out in the weeks in which the COSSMA VIP Mail is not sent.

ADVERTISING SLOT	FORMAT	RATE
Exclusive Newsletter	Website + 1 exclusive Newsletter	1,870 €


View in browser

COSSMA

COSMETICS, TRENDS, TECHNOLOGY

WEBSITE SHOP SERVICE

OQEMA



Green D-Panthenol
naturally derived from corn

Photo: OQEMA



Green D-Panthenol – naturally derived from corn

The innovative Green D-Panthenol from our partner AHB, which is naturally derived through biofermentation from corn, is bio-based, carbon-neutral and even circular in production.

Unlike the conventional manufacturing process, our partner AHB (Anhui Huaheng Biotechnology) produces the Green D-Panthenol in environmentally friendly way: the raw material D-Pantolactone and 3-Aminopropanol are self-produced with fermentation method and the by-products such as bacteriophage proteins are reused as fertilizer for the plants. Therefore, the dependence on fossil resources is not only reduced, but also the new production process reflects a sustainable circular economy.

[Read more](#)




Your
COSSMA
Team

[Change my preferences](#) / [unsubscribe](#) | [Contact us](#)

This email was sent to: <contactfield@email>

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CEO: Roberto Valente
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BEAUTY FORUM BUSINESS COSSMA MEDICAL   


View in browser

COSSMA

COSMETICS, TRENDS, TECHNOLOGY

WEBSITE SHOP SERVICE

LUMSON



APP Light
Some look - Better act (pouch - Some great active performance)

LIGHT WEIGHT but AIRLESS

Photo: Lumson

NEW AND NOTEWORTHY: APP LIGHT. SUSTAINABLE, SAFE, AVANTGARDE


At the next COSMETIC BUSINESS Lumson is to highlight its noteworthy APP LIGHT, the new 50ml PCR PE airless, that recently has enriched the large family of airless with pouch by Lumson, a range that has become a symbol of technical and technological expertise, which also includes the revolutionary TAL, in aluminum, and the multi-award-winning XPaper, in paper, launched in 2022.

Respect for the environment without skimping on technical functions, aesthetics, and protection of the product are the key characteristics of Lumson's airless with pouch solutions and the new APP 355 LIGHT is 25% lighter than the equivalent standard APP 355 thanks to a reduction in the bottle's thickness and to the materials it is made of (80% PCR HDPE + 20% HDPE). The improvements also apply to CO2 emissions.



[Read more](#)

LUMSON
COSMETIC PACKAGING SOLUTIONS

COME TO VISIT US AT June 14th - 15th, 2023

 **Hall 4 | Booth E03**




MOC - EVENT CENTER MESSE MUNICH

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This email was sent to: dorothea.michaelis@health-and-beauty.com

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HRB 108901 Mannheim, VAT-ID: DE813440463
CEO: Roberto Valente
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BEAUTY FORUM BUSINESS COSSMA MEDICAL   



ONLINE DISPLAY BANNER

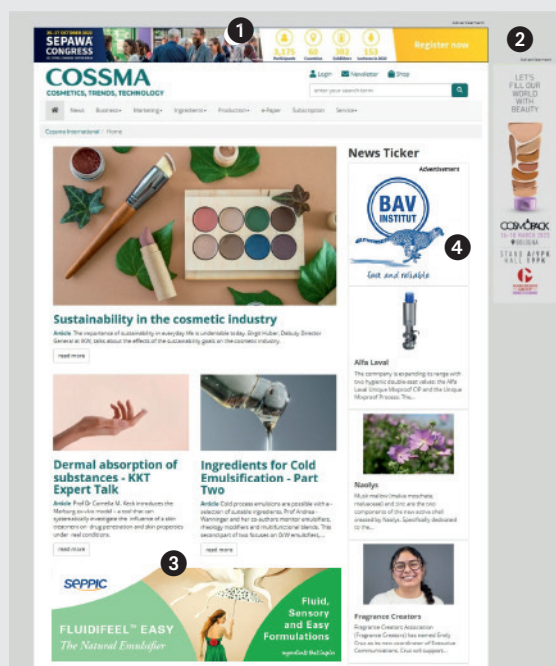
With your banner display advert, you will benefit from excellent click rates. You will reach a highly targeted audience

of decision makers in the international cosmetics and toiletries industry. You can choose among the following formats:*

BOOKING OPTIONS + RATES

	FREQUENCY	FORMATS	RATE/MONTH
1 Superbanner	All pages, max. 3 rotations	1,170 x 90 px 728 x 90 px 468 x 60 px 320 x 50 px	540 €
2 Skyscraper	All pages, max. 3 rotations, not mobile	160 x 600 px 120 x 600 px	540 €
3 Premium Banner	Only home, exclusive 1 customer	620 x 200 px 468 x 60 px 320 x 50 px	660 €
4 Medium Rectangle	All pages, max. 3 rotations	300 x 250 px	530 €

* Please provide multiple formats for optimal view on all devices (desktop, mobile ...)



Online Display Banner

JOB OFFERS

You will reach a highly targeted audience of decision makers in the international cosmetics and toiletries industry. What you will get: Your job offer posted in

COSSMA's relevant social media channels + Your job offer will run on all of these channels for 30 days. It will be marked with the legend "Advertisement".

BOOKING OPTIONS + RATES

	ONLINE	NEWSLETTER ENGLISH VERSION	RATE
Job Offer Platinum	✓	✓	1,550 €
Job Offer Basic	✓		1,120 €



SPONSORED POST

A Sponsored Post is a strictly limited, featured post. The more informative and appealing the content is for the reader, the better the result for the advertiser.

Your benefits: Get additional leads from cross publication of your Sponsored Post on all COSSMA's social

media channels. Position your company as an expert in your field! Benefit from the positive image transfer from COSSMA's editorial content. Explain complex advertising messages.

What you will get: Your post will appear on COSSMA's relevant social media channels. Your post will be marked as an "Advertisement".

BOOKING OPTIONS + RATES

	WWW.COSSMA.COM & SOCIAL MEDIA	ENGLISH LANGUAGE NEWSLETTER VERSION	RATE
Sponsored Post Basic	✓		1,150 €
Sponsored Post Plus	✓	✓	1,520 €
Video production on top	✓		2,300 €

Altheostem™
25.04.2023 Advertisement

Altheostem™
Dermohacking senescence through the eternal power of plant stem cells

Modern science has opened a variety of new ways to improve survival and quality of life. Meanwhile, the worldwide population aging phenomenon intensifies.

As unprecedented new advances on cellular senescence take ground in the scientific community, the beauty industry can better tap into the opportunities that this longevity era can offer. Provital combines nature and science in a new approach to well-aging that will push our industry's boundaries on efficacy, technology & sustainability: Dermohacking Cosmetics.

ALTHEOSTEM™
Provital's first dermohacking ingredient

Share icons: Facebook, Twitter, LinkedIn, Email, Print

JFA Flocked Applicators: Winter is not a season, it's a celebration.
06.09.2023 Advertisement

PREPARE YOUR FLOCKY CHRISTMAS WITH OUR NEW WINTER COLLECTION.

Christmas Edition

JFA Christmas-themed flocked applicators: To carry some of the winter celebration with us all year round, JFA has designed their Christmas collection.

Winter is an enchanting time that lifts the spirits. Wouldn't it be nice to add beauty to the festive season? Christmas is also a time of surprises and that is why you will discover 2 very innovative eyeshadow applicators, shaped like a candle, or a snowman.

A new concept that will make you smile with every application.

With our themed applicators, you will be able to tell your brand's story not only in your marketing campaign, but up to the very tip of your packaging.

JFA is proud to be considered one of the most innovative companies in the cosmetics industry in the field of flocking. The company's history dates back to the foundation in 1986, when JFA initially started flocking applicators. Since then, the team of JFA has put its expertise at the service of the cosmetic industry, using modern equipment and German machinery to produce only the highest quality applicators. Innovation and quality being its main focus, JFA cooperates with the leading packaging companies and some of the greatest cosmetic brands in the world.

For details, check the christmas collection on our website
<https://jfa-flock.com/katalog/christmas-collection/?lang=en>

Share icons: Facebook, Twitter, LinkedIn, Email, Print

Alibaba.com
24.03.2023 Advertisement

Direct access to 10.000+ professional beauty suppliers, over a cup of coffee

Alibaba.com

Come to visit us at Beauty Tradeshow in Düsseldorf

Hall 10 Booth A50

Alibaba.com, the world's leading professional B2B sourcing platform, is proud to announce its participation in the upcoming beauty trade fair in Düsseldorf. As the beauty industry continues to grow, Alibaba.com recognizes the importance of providing buyers access to a wide variety of beauty suppliers from around the globe.

At the trade fair, Alibaba.com will be showcasing its commitment to the beauty industry with an impressive booth that includes a make-up corner, beauty testing lab, and more.

Through Alibaba.com, buyers have instant access to over 10,000 beauty suppliers from all over the world. This makes it easy for businesses to source high-quality products, discover new suppliers, and expand their reach in the global marketplace.

Alibaba.com is dedicated to providing businesses with the tools they need to succeed in today's global economy. With its extensive network of suppliers, innovative technologies, and commitment to customer satisfaction, Alibaba.com is the go-to platform for businesses looking to source products and services from around the world.

For more information click here.

Share icons: Facebook, Twitter, LinkedIn, Email, Print

Timeless beauty
07.09.2023 Advertisement

Timeless beauty
the everlasting quest for skin longevity

"Timeless beauty" is one chapter in SILAB's commitment to address cell senescence, through the selection of natural, high performance active ingredients. We now have the power to unravel skin aging mechanisms, and brands offer groundbreaking strategies in prevention and treatment. The unique "Timeless Beauty" trio of natural active ingredients, SENEVIVUM®, LONGEVICELL®, and SPIGENOMY®, targets the mechanisms of cell senescence to preserve or strategically restore the integrity and beauty of the skin.

Timeless beauty: the everlasting quest for skin longevity (silab.fr)

Share icons: Facebook, Twitter, LinkedIn, Email, Print



COVER ADVERTISING

Maximum visibility for your experts: You will get a cover presence (outside back cover and /or cover flap) to create with your artwork. This position is exclusive to only one

company per issue. Included in your cover package is your advertorial cover story of minimum 2 pages length – benefit from the positive image transfer of COSSMA's editorial content.

BOOKING OPTIONS + RATES

FORMAT	ELEMENTS INCLUDED	PRINT	ONLINE	RATE
Cover Basic	1/1 page advertising with your artwork on outside back cover 2 pages minimum advertorial cover story	x		€ 8,300
Cover Gold	Your cover flap (2x ½ page vertical on front cover) 2 pages minimum advertorial cover story	x		€ 8,900
Cover Platinum	Your cover flap (2x ½ page vertical on front cover) 1/1 page advertising with your artwork on outside back cover 2 pages minimum advertorial cover story	x		€ 9,800
Cover Digital on top*	Sponsored post containing text, pictures, video content (delivered by client's marketing); social media posting on COSSMA's relevant channels, call-to-action to defined target site		⊕	€ 2,130

* Only possible in combination with print booking



COVER FLAP

Maximum visibility for your advertising message which will be added as a cardboard flap to the front cover of the magazine. You

can use front- and back of this flap for your artwork, i.e. you will get a full page of advertising space (2x 1/2 page vertical).

BOOKING OPTIONS + RATES

FORMAT	ELEMENTS INCLUDED	RATE
Cover Flap	Your cover flap (2x 1/2 page vertical on front cover with your artwork, COSSMA logo included on the front side)	€ 6,800



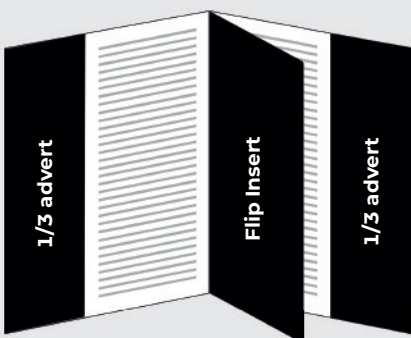
FLIP INSERT

Maximum awareness in a very cost-effective way: You will get 2x 1/3 page vertical adverts on 2 opposite pages in the print issue, plus a bound insert for a half page inserted in between these ad-

verts. This results in 2 full pages of advertising space for you to bring across your advertising message (2x 1/3 page adverts + 2x 1/3 page space on the bound insert)!

BOOKING OPTIONS + RATES

FORMAT	ELEMENTS INCLUDED	RATE
Flip Insert	2x 1/3 page vertical on 2 opposite pages in print issue, + bound insert in between these adverts (format 2/3 page horizontal, i.e. 2x 2/3 pages on front and back of this insert) = 2 full pages of advertising space with extremely high awareness within the print issue	€ 6,500





HIGHLIGHT ADVERTORIAL

Your advertorial promoting your company in digital + print formats: Present your top product, news or service on a full page in the relevant "Highlight" feature. Your latest launch, new distributors, smart formulations, interesting study results – it is totally up to you to decide what your current highlight

is. The highlight feature uses a special customized layout, including your feature photo, your company logo and address data. In addition to the print issue, the highlight feature can be cross-promoted in one of the COSSMA's email newsletter on the publication date following the relevant print publication.

BOOKING OPTIONS + RATES

FORMAT	ELEMENTS INCLUDED	PRINT	ONLINE	RATE
Highlight	1 page customised presentation Article will be marked as "Advertisement" Picture, logo and address	✓		4,600 €
Highlight Digital on top*	Sponsored Post with links to microsites social media posting on COSSMA's relevant channels		⊕	1,120 €

* Only possible in combination with print booking

ADVERTISEMENT

Highlight Ingredients



CutiFine CLR™ is the first active ingredient which addresses all cell biological processes, which contribute to skin pores becoming more conspicuous. Discover at www.clr-berlin.com

CutiFine CLR™
The all-in-one skin refiner

FORGET CONSPICIOUS PORES

Join the PoreVolution™ with CutiFine CLR™ – the all-in-one skin refiner

A growing number of consumers is concerned about irregular skin texture and visible pores. Skin which has refined structure and even complexion is a much sought-after trait which is not easy to obtain. Most people associate enlarged visible skin pores with oily and combination skin, but also with age skin pores become more visible, making them also the latest anti-aging skincare goal for consumers and brands alike.

There are many reasons why skin pores become more conspicuous. One obvious and patently true reason is their size. But there is yet another important and until now mostly overlooked feature of pores which makes them more visible: the contrast between the color of the pores and the surrounding skin.

Color contrast related to pores can originate from different biological processes with different outcomes such as skin shine, inflamed pores, dark pores and glycation, but can all be of significance when providing a solution to the problem of conspicuous pores. A smart and goal-oriented active ingredient should address all involved cell biological processes and provide a sustainable solution.

WE THINK IT'S TIME FOR A POREVOLUTION

CutiFine CLR™ is the first ingredient which addresses all cell biological processes, which contribute to skin pores becoming more conspicuous. In clinical studies, with the AEMA HE technology, it was shown that the number of detectable pores, their surface area, circumference and volume were clearly reduced. The effectiveness of CutiFine CLR™ could also be confirmed by the volunteers who took part. After only 28 days, more than 80% of the volunteers reported a reduction of conspicuous pores.

CutiFine CLR™ is based on a synergistic combination of two potent natural extracts. Vaccaria Segetalis has a long tradition in TCM while the pulp of baobab fruit is rooted in centuries of routines in Africa.

CLR
CLR Chemisches Laboratorium
Dr. Kurt Richter GmbH
Spenerberger Str. 3
12277 Berlin
Germany
www.clr-berlin.com

www.cossma.com | 53

ADVERTISEMENT

Highlight Events



Visit CosmeticBusiness from 14 to 15 June in Munich and meet exclusively all partners from the cosmetics supplying industry!

COSMETICBUSINESS MUNICH 2023

Inspiration and new ideas for the cosmetics industry

From ingredients and private label production to filling and packaging machines as well as the full range of packaging, CosmeticBusiness offers all the building blocks of cosmetics production and packaging in one location. At CosmeticBusiness, more than 300 exhibitors and represented companies from over 20 countries will be showcasing their expertise across more than 11,000 m² of exhibition space. Additional features such as the Spotlight novelty show, the tried and tested theme routes and a varied conference programme round off the event.

FOCUS ON INNOVATIONS AND NEW PRODUCTS

The well-established Spotlight novelty show, which shines a light on new products, is the first stop for visitors looking for inspiration and the latest trends. In the Innovation Corner in hall four, new products and innovations by exhibitors will be impressively presented in glass display cases. There you will also find the Start-up Area, an exclusive platform for industry newcomers and their innovative products.

The accompanying two-day conference programme rounds off the features at CosmeticBusiness with lectures on trends, colours and materials as well as sustainability and recycling. Details of the conference programme and the individual lectures can be found on the CosmeticBusiness website.

REGISTRATION IS OPEN

Trade visitors can buy day tickets or full tickets for the international trade show from the CosmeticBusiness online ticket shop: <https://www.cosmetic-business.com/en/tickets>

Visit CosmeticBusiness from 14 to 15 June in Munich and meet exclusively all partners from the cosmetics supplying industry!

The accompanying two-day conference programme rounds off the features at CosmeticBusiness with lectures on trends, colours and materials as well as sustainability and recycling. Details of the conference programme and the individual lectures can be found on the CosmeticBusiness website.

Cosmetic Business
International Trade Show for Cosmetics
14-15 June 2023
MOC Munich

MOC Veranstaltungszentrum München
Lilienthalallee 40, 80339 München, Germany
visitor@cosmetic-business.com
+49 341 678 8650
www.cosmetic-business.com

www.cossma.com | 29



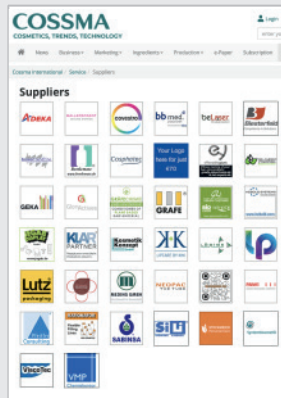
SUPPLIERS ENTRY

Cost-effective cross media format: Your company logo will be listed online at cossma.com/suppliers for a minimum of 6 months. All logos listed on this site will be displayed in randomized view with each refresh of the site. In addition, your logo will be included on a companion print advert on the inside back cover of all print issues during the inser-

tion period booked. If you prefer to opt for the full 12 months booking, you will also get a free premium entry with your address + logo in the relevant market survey (i.e. ingredients, packaging, services or machines + technology).
Minimum entry period: 6 months

BOOKING OPTIONS + RATES

FORMAT	PRINT	ONLINE	RATE PER MONTH
Logo Entry	✓	✓	80 €



FORMULATIONS ENTRY

Enhance your visibility with your premium formulations entry: In each issue of COSSMA we publish a list of formulations for specific cosmetics and personal care products, in both the printed issue and on the website. Enhance your visibility with your premium entry in this for-

mulation area. You will get your premium entry with your logo, address, formulation listing in the print issue, up to 5 formulations instead of just 1 in the free entry as well as your exclusive formulation download online post on cossma.com.

BOOKING OPTIONS + RATES

FORMAT	PRINT	ONLINE	RATE PER MONTH
Formulation Entry	✓	✓	400 €





Fotos: BEAUTY FORUM/Jan Bürgermeister

BEAUTY FORUM EVENTS INTERNATIONAL

GERMANY

BEAUTY BUSINESS DAY HAMBURG
BEAUTY BUSINESS DAY LEIPZIG
BEAUTY BUSINESS DAY STUTTART
BEAUTYTIME EVENT KARLSRUHE
BEAUTY FORUM MUNICH

AUSTRIA

BEAUTY BUSINESS DAY WIEN
BEAUTY BUSINESS DAY SALZBURG
MEDICAL WELLNESS CONGRESS FRAUENKIRCHEN

SWITZERLAND

BEAUTY BUSINESS DAY LUCERNE
SWISS BEAUTY CONVENTION ZÜRICH

FRANCE

BEAUTY BUSINESS DAY BORDEAUX
BEAUTY BUSINESS DAY CANNES
BEAUTY BUSINESS DAY LYON
BEAUTY BUSINESS DAY AIX EN PROVENCE
BEAUTY FORUM PARIS

GREECE

BEAUTY FORUM GREECE SPRING
BEAUTY FORUM MACEDONIA SUMMER
BEAUTY FORUM GREECE WINTER
BEAUTY FORUM MACEDONIA WINTER

POLAND

BEAUTY FORUM ON THE ROAD GDANSK
BEAUTY FORUM – Autumn edition
ON HAIR WARSAW

ROMANIA

BEAUTY BUSINESS DAY CLUJ

SLOVAKIA

BEAUTY FORUM TRENČÍN

SLOVENIA

LOVE BEAUTY – BEAUTY FORUM

CZECH REPUBLIC

BEAUTY FORUM PRAGUE

HUNGARY

BEAUTY BUSINESS DAY BUDAPEST
BEAUTY FORUM BUDAPEST



For more info
www.cosmoprof.com/network

Cosmoprof Worldwide Bologna is the most important beauty trade show in the world. Founded 55 years ago in 1967, no other event brings such large numbers of international visitors and exhibitors together in one place.

Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapting to each market. To the east, **Cosmoprof Asia** was founded in 1996 in Hong Kong, and today is the leading beauty fair in Asia. To the west, **Cosmoprof North America**, founded in 2003 in Las Vegas, is now the best networking event in the Americas and will debut with a new edition in **Miami** in January 2024. In September 2018, Cosmoprof launched **Cosmoprof India** in Mumbai. In September 2022, the first edition of **Cosmoprof CBE Asean** took place in Bangkok, Thailand.

The Cosmoprof platform's global influence continues to flourish. Beyond the Cosmoprof network, BolognaFiere Group participates as organiser or international sales agent for beauty trade shows in key markets for the sector.

In 2018, thanks to the acquisition of the German group Health and Beauty, owner of the BEAUTY FORUM brand, BolognaFiere Cosmoprof has consolidated its leadership in Europe with new shows in the professional beauty salon and nail sectors.

Today, Cosmoprof is a global community made of:

- 6 Cosmoprof shows
- 38 Beauty Events
- 190 Countries of origin
- 10,000+ Exhibitors
- 500,000+ Visitors

For more information about Cosmoprof network visit www.cosmoprof.com or write to international@cosmoprof.com

PRINTING MATERIAL/COPY

- CLOUD:** Access details for the cloud data storage server are available upon request from the advertisement service.
For checking purposes, we request that you send an additional copy of the material by fax, including the original file name, to +49 (0)7243 7278-227. Please designate a contact person and telephone number for possible questions that may arise.
- Transfer:** Transfer-relevant contacts and e-mail addresses are listed at the end of this section. If you are submitting via e-mail: Please specify the relevant publication and appearance date and details. Please send a maximum of 7 MB per e-mail.
- Labelling/ file name:** You need to present the required/requested? Filename format in a structured and complete way. Advertisement customer, magazine, year and issue (e.g. Sample company COS2303)
- File formats:** Preferred file format: PDF/X-3 (printable). The following are also processable: InDesign CC, Illustrator, Photoshop TIF, EPS (convert fonts to outlines). No Office documents or CorelDraw files accepted.
- Open data:** – In the case of open files, all fonts, artwork and images used must be delivered in a separate file.
– Do not use TrueType fonts. Please only deliver images, logos, fonts etc. actually intended for use.
- PDF files:** Data delivery preferably in PDF/X-3 format. Transparencies must be checked for printability and flattened in advance. Fonts must be completely embedded or converted to outlines and without subgroups.
- General:**
- Save images as EPS, TIF or JPG (quality should be at least 8/Photoshop).
 - The file must be created (fully) in the final format.
Please observe the format details of the respective magazine.
 - Create 4c advertisements in CMYK (Euroscale), colour profiles should not be attached or embedded.
 - Resolution (in original advertisement size):
CMYK: 300 dpi, greyscale image: 300 dpi, line art: 1,200 dpi.
 - Bleed advertisements must have a minimum of 5 mm distance between illustrations/texts and the edge of the page.
 - In the case of digital data transfer, we accept no responsibility for the correct reproduction of the advertisement format, text or colour. For colour advertisements, a digital contract proof including Fogra media wedge must also be sent to the publishers. Without the digital proof, no consideration will be given to complaints regarding colour.

DIGITAL ADVERTISING FORMATS

- Data delivery:** Beate Bantzhaff
beate.bantzhaff@health-and-beauty.com
Phone: +49 (0)7243 7278-232
- Destination link:** Please remember to individually state the target link for each advertising medium.
- File formats:** PNG, GIF (incl. animated), JPG/JPEG
HTML5 banner and third-party-HTML code can be used, please consult with us.
- File size for picture files:** 1 MB max.
- Links:** Cloud data storage: access link on request.
- Data transfer via e-mail:** up to max. 7 MB possible.
- Newsletter advertising:** When sending newsletter advertising formats, please be aware that animations cannot be processed.

GENERAL TERMS AND CONDITIONS

OF BUSINESS FOR ADVERTISING AND OTHER ADVERTISING SUPPLEMENTS IN NEWSPAPERS AND PERIODICALS¹

General Terms and Conditions for Advertising Orders with Health and Beauty Germany GmbH (hereinafter Health and Beauty).

SECTION 1 "Advertising order" within the meaning of the following General Terms and Conditions is the contract between Health and Beauty and the customer for the publication of one or more advertisements or other advertising media (hereinafter collectively "advertisements") placed by an advertiser or other advertising party (hereinafter collectively "advertisers") in a newspaper or magazine for the purpose of distribution.

SECTION 2 A "contract" is an agreement for the publication of multiple advertisements under application of any discount granted to the advertiser in accordance with the respective rate card, with commensurate publication effected upon requisition by the customer. Discounts will not be granted for companies whose object of business includes placing advertising orders for multiple advertisers in order to obtain a collective discount. Where the right to requisition individual advertisements is granted within the scope of a contract, the order is to be completed within one year from publication of the first advertisement, insofar as the first advertisement is requisitioned and published within one year from conclusion of the contract.

SECTION 3 Where one or more requisitions under a contract are not performed for reasons not occasioned by Health and Beauty, without prejudice to any other legal obligations, the customer shall refund to Health and Beauty the difference between the discount granted and the discount due on the actual number of advertisements effected. In the absence of alternative agreement, the customer shall be retrospectively entitled to a discount commensurate with the actual number of advertisements effected within one year.

SECTION 4 For the purpose of calculating purchase volumes, millimetres of text lines will be converted into millimetres of advertising space in accordance with the commensurate price.

SECTION 5 Orders for advertisements to be published solely in particular issue numbers, particular editions or in certain positions in the printed publication, must be received by Health and Beauty sufficiently in advance to allow the customer to be notified prior to the advertising deadline in the event of the order being unable to be executed in the stipulated manner. Classified ads will be printed in the respective section without any requirement for express agreement to this effect.

SECTION 6 Text section advertisements are advertisements bordered on at least three sides by editorial text and not by any other advertisements. Advertisements not recognisable as adverts owing to their respective layout will be clearly identified as such by Health and Beauty through the word "Advertisement".

SECTION 7 Health and Beauty reserves the right to reject advertisements – including individual requisitions within the scope of a contract – where

- the advertisement content infringes the law or any official regulations or
- the advertisement content is the subject of complaint by the German Advertising Standards Authority (Deutscher Werberat) or
- publication of the advertisement is unreasonable for Health and Beauty on account of the content, layout, origin or technical form
- the advertisement contains advertising by or for third parties.

Orders for other advertising media are only first binding for Health and Beauty following submission and acceptance of the respective sample. Advertisements containing advertising by or for third parties (umbrella advertising) are subject to the prior written acceptance of Health and Beauty in each individual case, whereby Health and Beauty is entitled to charge a commensurate umbrella surcharge. The customer will be promptly notified of any rejection of an advertisement or other advertising media.

SECTION 8 The customer is solely responsible for the prompt delivery and flawless quality of suitable print material/copy or other advertising media. In the case of digital print material/copy, the customer is obliged to submit the respective advertisement material in the due and proper form, specifically in terms of meeting the requisite format or technical requirements of Health and Beauty, in good time prior to placement initiation. The customer shall bear the costs incurred by Health and Beauty for any changes to the print material/copy requested or occasioned by the customer. Agreed is the standard quality of advertisement or other advertising media, as stipulated in the rate card and order acknowledgment, that is customary for the publication concerned and possible within the scope of the print material/copy provided. This applies solely where the customer complies with Health and Beauty's specifications regarding the creation and presentation of print material/copy.

SECTION 9 Print material/copy will only be returned to the customer following a specific request to do so. The obligation to preserve print material/copy expires following a period of three months from initial publication of the advertisement.

SECTION 10 Should publication of the advertisement fail to meet the contractually agreed quality or performance, the customer shall be entitled to a reduction in price or a flawless additional insertion of the advertisement or publication of the other advertising media; however, solely to the extent that the purpose of the advertisement or other advertising media was compromised. Health and Beauty may refuse additional insertion of the advertisement or additional publication where such performance would require expenditure which, having regard to the subject matter of the obligation and the principle of good faith, would be manifestly disproportionate to the customer's interest in performance or would only be possible at unreasonable cost for Health and Beauty.

Should Health and Beauty fail to perform additional insertion of the advertisement or publication of the other advertising media within the reasonable deadline extended to it for such, or where additional insertion/publication is once again flawed, the customer shall be entitled to a reduction in price or may cancel the order. In the case of negligible defects in the advertisement or publication of other advertising media, cancellation of the order is precluded. Complaints pertaining to non-apparent defects must be asserted within one year from the start of the statutory period of limitation.

Health and Beauty bears responsibility for all damage, regardless of whether resulting from infringement of contractual obligations or tortious acts, in accordance with the following provisions: Liability for gross negligence in trade transactions is restricted to compensation of typically foreseeable damage, whereby this limitation shall not apply insofar as damage is caused by the legal representatives or management personnel of Health and Beauty. In the case of ordinary negligence, Health and Beauty bears liability solely for the infringement of substantial contractual obligations, whereby liability is limited to typically foreseeable damage.

Health and Beauty is responsible for any claims under the Product Liability Act (Produkthaftungsgesetz) or any injury to life, body or health in accordance with the commensurate statutory provisions. With the exception of non-apparent defects, complaints must be asserted within four weeks following receipt of invoice and supporting documentation. All claims asserted against Health and Beauty as a result of the infringement of contractual obligations become barred by limitation one year from the start of the statutory limitation period, insofar as not founded on intentional action.

SECTION 11 Proofs will only be supplied where expressly requested. The customer bears responsibility for the accuracy of returned proofs. Health and Beauty will include all correction of errors notified by the ad closing date or within the period specified when the proofs are sent out or within the scope of the agreed correction runs.

SECTION 12 Where no specific size has been stipulated, invoicing shall be based on the actual print size customary for the type of advertisement.

SECTION 13 In the absence of written agreement for an alternative payment term or advance payment in the individual case, invoices are payable within the period stipulated in the rate card. Any discounts for premature payment will be granted in accordance with the rate card.

SECTION 14 In the case of late or deferred payment, interest and collection costs will be charged at the customary bank rate. Where default on payment occurs, Health and Beauty may suspend continued performance of the current order until payment has been effected and require advance payment for the

remaining advertisements. In the event of justifiable doubt regarding the customer's ability to pay, Health and Beauty may – including during the term of an advertising contract – make the publication of further advertisements conditional upon advance payment of the amount charged by the ad closing date and settlement of outstanding invoices, regardless of previously agreed payment terms.

SECTION 15 Health and Beauty will supply a specimen copy of the advertisement upon request, in the form of tearsheets, full pages or complete issues depending on the nature and size of the advertisement order. Where a sample copy can no longer be created, legally binding confirmation by Health and Beauty detailing publication and distribution of the advertisement will be provided as an alternative.

SECTION 16A Subject to the provision under Section 16b below and as per sentence 2 of this clause, a reduction in the number of copies circulated may give rise to an entitlement for price reduction in the case of multiple advertisement contracts where the overall average circulation for the insertion year commencing with the first advertisement falls short of that guaranteed. A reduction in the number of copies shall only be deemed a defect giving rise to a price reduction where and insofar as respective reduction amounts to at least 20% for a guaranteed circulation of up to 50,000 copies, at least 15% for a guaranteed circulation of up to 100,000 copies, at least 10% for a guaranteed circulation of 500,000 copies, or at least 5% for a guaranteed circulation of over 500,000 copies. A reduction in the number of copies for reasons stated under Section 23 below remains without prejudice.

The guaranteed circulation is the average circulation either stated in the rate card or otherwise stipulated, or, where circulation is not stated, the average number of copies sold in the previous calendar year (in the case of trade journals, if applicable, the average number of copies actually distributed). Moreover, entitlement to a price reduction will not apply for contracts where Health and Beauty has informed the customer of the fall in circulation with sufficient notice to allow the customer to withdraw from the contract prior to publication of the advertisement.

SECTION 16B (Special provision regarding circulation reductions for publications in which issue-specific circulation data is published). In variation to Section 16a above, a reduction in the number of copies for publications in which issue-specific circulation data is published will only give rise to an entitlement for price reduction where and insofar as exceeding 15% for a (guaranteed) circulation of up to 500,000 copies or 5% for a (guaranteed) circulation of over 500,000 copies. A reduction in the number of copies for reasons stated under Section 23 below remains without prejudice. The circulation forming the basis of the guarantee is the total number of copies sold. Circulation is calculated for the year of insertion based on the average circulation of the four quarters prior to the insertion year, insofar as Health and Beauty has not stated an absolute circulation figure as a guarantee in the respective rate card. Claims for a reduction in price will only be granted for contracts eligible for discount based on volume discount and concluded for at least three issues. Price reductions will be calculated on an order-per-company basis, insofar as calculation according to brand (to be determined at the time of order) was not agreed when the order was placed. Possible reductions in the number of copies are calculated as the difference between the print overruns and print underruns of issues in which advertisements are placed during the insertion year. Refunds are payable at the end of the campaign based on the net amount paid by the customer, taking into account any agency remuneration already granted as credit in kind or, where this is no longer possible, as a cash refund. Entitlement to a refund applies solely where the total refund sum amounts to at least EUR 2,500.

SECTION 17 In the case of box number advertisements, Health and Beauty will exercise due diligence with regard to the custody and prompt forwarding of the respective offers. Registered mail and express letters will be forwarded solely by means of standard mail. Replies to box number advertisements will be retained for four weeks and will then be destroyed if not collected within this period. Health and Beauty will return valuable documents without any obligation to do so. Health and Beauty may be granted the right as a representative on an individual contractual basis to open offers on behalf and in the declared interest of the customer. Letters exceeding the permissible DIN A4 format as well as goods, books, catalogues and packages will not be accepted for forwarding. Acceptance and forwarding may, however, be agreed in exceptional cases subject to the customer assuming the resulting charges/costs.

SECTION 18 Place of performance is Ettlingen, Germany. Legal venue for judicial proceedings pertaining to business transactions with merchants, legal entities under public law or special funds under public law is Karlsruhe, Germany. Insofar as claims by Health and Beauty are not asserted by collection proceedings, legal venue for non-merchants shall be their place of residence. Should the domicile or usual place of residence of the customer (including non-merchants) be unknown at the time of instituting judicial proceedings or where the customer has moved its domicile or usual place of residence outside the area of application of the law following conclusion of contract, legal venue is hereby agreed as Karlsruhe, Germany.

SECTION 19 In their offers, contracts and invoices with advertisers, advertising agencies and advertising agents are obliged to comply with the applicable Health and Beauty rate cards.

SECTION 20 Price amendments for existing advertising orders shall be effective for the respective companies where commensurately announced by Health and Beauty at least one month prior to publication of the advertisement or other advertising media. In the case of a price increase, the customer has the right to withdraw from the contract, but must exercise this right in writing within 14 days from receipt of the commensurate price increase notice.

SECTION 21 Requests for group discount by affiliated companies must be substantiated by written evidence of the advertiser's group status. Affiliated companies within the meaning of this provision are companies in which an equity interest of not less than 50 percent is held. Group status is to be substantiated by a commensurate audit certificate or presentation of the most recent annual report, or in the case of partnerships through presentation of the certificate of registration in the commercial register. Substantiating documentation must be furnished at the latest by conclusion of contract for the insertion year. Subsequent substantiation will not be retrospectively recognised.

GROUP DISCOUNTS are subject to the express, written confirmation of Health and Beauty in all cases.

GROUP DISCOUNTS are granted solely for the duration of group affiliation. Termination of group affiliation is to be promptly communicated. Upon termination of group affiliation, the group discount shall also cease.

SECTION 22 The customer guarantees that it holds all necessary rights for placement of the advertisement. The customer bears sole responsibility for the content and legal permissibility of text and image materials as well as advertising media provided for insertion of the advertisement. Within the scope of the advertisement order, the customer indemnifies Health and Beauty against any third-party claims arising as a result of infringement of statutory provisions. Moreover, Health and Beauty shall be indemnified for the cost of any necessary legal defence. The customer is also obliged to support Health and Beauty in all good faith with information and documentation with regard to any legal defence vis-à-vis a third party.

TO THE extent in time and content necessary to allow execution of the advertising order, the customer hereby assigns to Health and Beauty all necessary copyrights, rights of use, ancillary copyrights and any other rights required to use the advertising in print and online media of any kind, including the Internet, and specifically the right to copy, distribute, transfer, transmit, make available to the public, or retrieve and download from a database. The aforementioned rights are assigned without locational restriction in all cases.

SECTION 23 In the event of stoppages or cases of force majeure, illegal industrial action, unlawful seizure, traffic disruption, general shortage of raw materials or energy and suchlike – be it at the works of Health and Beauty or third party plants providing services to Health and Beauty to enable performance of its obligations – Health and Beauty shall be entitled to full payment for any published advertisements provided Health and Beauty has delivered a circulation of the publication in question amounting to 80% of the average number of copies sold in the preceding four quarters or an otherwise guaranteed circulation. In the case of lower distribution levels by the publisher, the invoice amount shall be reduced pro rata to the disparity between the originally guaranteed circulation/number of copies sold and the actual number of copies distributed.



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