

eye|lash 2019

EDITORIAL CALENDAR



jan/feb

+ Bonus Distribution: ISSE, Long Beach; IBS New York

ON THE RISE The latest in brow and lash looks and techniques for 2019

IN GOOD SHAPE A roundup of lash and brow conditioners

Editorial Submissions: 10-23-18

Ad Close: 12-12-18

Ad Materials Due: 12-18-18



mar/april

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

BRIGHT EYES Turn back time with anti-aging eye treatments

SEE TO IT Protect your vision with magnifiers, lamps and other tools for lash extension services

Editorial Submissions: 12-21-18

Ad Close: 2-12-19

Ad Materials Due: 2-15-19



may/june

+ Bonus Distribution: Premiere Orlando; Int'l Est./Cosm./Spa Conf. (IECSC), Las Vegas; IBS Las Vegas

A STICKY SITUATION How to choose the right lash extension adhesive for you

GIVE ME A TWEEZE Discover the best eyelash extension tweezers for every technique. Plus! The best tweezers for brow maintenance

Editorial Submissions: 2-26-19

Ad Close: 4-11-19

Ad Materials Due: 4-17-19



jul/aug

+ Bonus Distribution: The Makeup Show, Orlando; Face & Body Expo, San Jose; Cosmoprof, Las Vegas

THE HEAT IS ON Summer makeup musts: brow highlighters, eye shadows, waterproof mascaras and eye-safe SPF

WELL PADDED A guide to choosing eyelash extension pads, plus application tips and tricks

Editorial Submissions: 4-23-19

Ad Close: 6-7-19

Ad Materials Due: 6-14-19



sept/oct

+ Bonus Distribution: Nailpro Sacramento

TOOL TIME Our 5th annual guide to essential tools for lash and brow techs

MIX AND MATCH Pro tips on combining Classic and Volume lashes for a customized look

Editorial Submissions: 6-25-19

Ad Close: 8-9-19

Ad Materials Due: 8-16-19



nov/dec

HOLIDAY GIFT GUIDE The best gifts for clients, coworkers and yourself!

FLAWLESS FALSIES Get clients party-ready with the latest in strip lashes, adhesives and tools

Editorial Submissions: 8-24-19

Ad Close: 10-11-19

Ad Materials Due: 10-17-19

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.

eye|lash

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