

MedEsthetics 2020

EDITORIAL CALENDAR



january/february

+ Bonus Distribution: Medical Spa Show

SMOOTHING THE DIMPLES: A review of current and on-the-horizon cellulite treatments

GENTLE PEELING: Concern-specific superficial chemical peels

Editorial Deadline: 11.5.19
Ad Close: 11.21.19
Ad Materials Due: 11.27.19



march

+ Bonus Distribution: American Academy of Dermatology Annual Meeting, International Beauty Show (IBS) New York

ENERGY AT HOME: Offering home-use devices as an adjunct to in-office care

A LINE OF YOUR OWN: How to develop and promote a private label skincare line

Editorial Deadline: 1.3.20
Ad Close: 1.23.20
Ad Materials Due: 1.29.20



april

+ Bonus Distribution: The Aesthetics Meeting (ASAPS)

COLLAGEN INDUCTION: On- and off-face indications for radiofrequency microneedling

MEET THE CHEMISTS: The chemists behind the today's top physician-dispensed skincare lines

Editorial Deadline: 2.3.20
Ad Close: 2.20.20
Ad Materials Due: 2.26.20



may/june

+ Bonus Distribution: American Society for Laser Medicine & Surgery (ASLMS) Conference

PIGMENT-TARGETING LASERS: Wavelengths and devices that effectively target photodamage-induced brown spots, PIH and melasma

A MICROBIAL FINGERPRINT: What we've learned about the skin microbiome

Editorial Deadline: 3.6.20
Ad Close: 3.23.20
Ad Materials Due: 3.27.20



july/august

+ Bonus Distribution: Cosmoprof Las Vegas, Face & Body Expo (San Jose, CA)

VISIBLE VEINS: Diagnosis and treatment options for aesthetic vascular concerns

BUILDING A BARRIER: Topical ingredients that protect and strengthen the skin barrier

Editorial Deadline: 5.7.20
Ad Close: 5.22.20
Ad Materials Due: 5.28.20



september

NONSURGICAL LIFTING: Current options and patient selection for noninvasive skin-tightening technologies

EATING FOR CLEAR SKIN: The role of diet and alternative therapies in acne treatment

Editorial Deadline: 7.6.20
Ad Close: 7.23.20
Ad Materials Due: 7.29.20



october

+ Bonus Distribution: Plastic Surgery The Meeting (ASPS), American Society for Dermatologic Surgery Annual Meeting

WAY TO GROW: Hair restoration treatment and homecare options for men and women

HYDROQUINONE ALTERNATIVES: Non-HQ topical ingredients that inhibit melanogenesis

Editorial Deadline: 8.7.20
Ad Close: 8.21.20
Ad Materials Due: 8.27.20



november/december

+ Bonus Distribution: World Congress on Anti-Aging Medicine (A4M), Las Vegas

CHANGING SHAPE: Choosing the right nonsurgical body contouring treatments for your patient base

A WOUND TO A HEAL: Products that soothe inflammation and speed postprocedure healing

Editorial Deadline: 9.4.20
Ad Close: 9.23.20
Ad Materials Due: 9.29.20