

JANUARY - Red Carpet Romance

LNE & Spa rings in 2013 with an eye toward romance! Make an impression in the New Year with our great ideas for seasonal treatments to beautify and lavish your clients with services that exceed their expectations.

*** Special photo feature of Valentine's Day products**

FOCUS ON:

- Extravagant, indulgent and romantic-themed products and treatments
- Seasonal therapies
- Menu planning and business tools
- Caviar & Apple Martini Manicures
- Award winning makeovers

FEBRUARY - Medical

The focus of this issue is the latest in medical esthetics. Find out about cutting-edge developments at medical spas, and what you need to know if you are doing business in this specialized sector of the esthetics industry.

*** Exclusive product news feature on 2013 LNE & Spa BEST winners**

FOCUS ON:

- Medical spas
- HIPAA laws
- Lasers
- Skin brightening and tightening services
- Hand rejuvenation
- Medi-Pedis
- Pre and post makeup

MARCH - Holistic and Organic

Going organic and living clean is the trend of the times and the way of the future. Learn about the latest practices and products that follow this focus, and find out how you can further incorporate these themes into your own practice.

*** Special photo feature of holistic and natural products**

FOCUS ON:

- Nature inspired products
- Wellness treatments and trends
- Creating a holistic minded team
- Juicing and detoxification
- Natural nails and organic pedicures
- Spring makeup

APRIL - Transformation for the Body & Soul

LNE & Spa examines how spas are going beyond skin deep, helping clients improve their lives through their internal well-being. Get ideas for bridal beautification just in time for wedding season!

***8,000 additional copies to be distributed at
The International Congress of Esthetics and Spa
in Miami Beach, FL.**

FOCUS ON:

- Psychology in the spa
- Intuition based therapies
- Life coaching
- Polish and pearls—perfect nails for the wedding day
- Bridal beauty makeup tips

MAY - The Fun Factor

Learn how to have a ball and create a good time for yourself, your staff and your clients with the May issue of *LNE & Spa*. Get ideas for bold beauty and summer retail for the sunny summer season!

*** Special photo feature of summer solutions products**

****8,000 additional copies to be distributed at
The International Congress of Esthetics and Spa in Dallas, TX.**

FOCUS ON:

- Creating an atmosphere of fun for your guests
- Making work enjoyable for your employees
- Boosting your productivity
- Bright, bold and brilliant nail art
- Summer trends and looks

JUNE - WET

Water is the word for the June edition of *LNE & Spa*! The benefits of water, internal and external, are highlighted. Convey the value of the natural resource to your clients with a menu based on the theme of water.

FOCUS ON:

- Water inspired services and therapies
- Creating an H2O menu
- Refreshing body treatments
- Tropical pedicures
- Avoiding infections in the nail department
- Waterproof makeup
- Healing powers of water

JULY - Around the World

Pack your suitcase and get ready for a global adventure with the July edition of *LNE & Spa*. Learn about spa traditions and cutting-edge trends from around the world, and use these international customs to infuse innovation into your own menu.

LNE & Spa Awards (featuring outstanding spas from around the world)

FOCUS ON:

- International trends and treatments
- Global spa operations
- Traditional Chinese medicine (TCM)
- Exotic nails
- International glamour

AUGUST - All Male

It's all about men! Male clients are likely to be among the most loyal type of clients, and *LNE & Spa* has the latest scoop on how to market and cater to this half of the population. Don't miss out on this increasingly relevant segment of the spa market!

*** Special photo feature of skin care and grooming products for men**

FOCUS ON:

- Medical spas
- HIPAA laws
- Lasers
- Skin brightening and tightening services
- Hand rejuvenation
- Medi-Pedis
- Pre and post makeup

SEPTEMBER - BCA and Oncology

Catering to clients with cancer is the emphasis of this edition of *LNE & Spa*. Oncology esthetics is taking shape in our industry. Find out how to provide the services and care that this special segment of your clientele requires.

FOCUS ON:

- Oncology products and services
- Survivor programs
- Bodywork for cancer patients
- Chemo and cuticles
- Restoration makeovers

*** Special photo feature focused on Pink Ribbon products and charitable organizations**

****8,000 additional copies to be distributed at The International Congress of Esthetics and Spa in Long Beach, CA.**

OCTOBER - Longevity & Wellness

Healthy living is the topic for this edition of *LNE & Spa*. Learn how to provide the services and counseling your clients need to maximize their physical wellness and extend their lifespan.

* **Special photo feature of health inspired products**

****8,000 additional copies to be distributed at The International Congress of Esthetics and Spa in Philadelphia, PA.**

FOCUS ON:

- Encouraging a culture of health
- Chi balancing therapies
- Membership programs
- Anti-aging treatments for the hands and feet
- Fall makeup trends and tips

NOVEMBER - Season's Greetings

Prepare your spa to meet your clients' needs during the hectic holiday season! *LNE & Spa* addresses everything from staffing, retail gifts, certificate programs and festive makeup for this simultaneously stressful and celebratory time of year.

* **Special photo feature: *LNE & Spa's* annual holiday gift guide**

FOCUS ON:

- Holiday retailing
- Gift certificate program
- Staffing solutions for the busy season
- Seasonal treatments
- Peppermint swirls and holiday nail designs
- Luminous and luxurious makeup

DECEMBER - Strategies for Success

Get ready to move ahead with advice on how to prepare for the new year. Take stock of your spa, save money and update your social media with the tips we reveal in the final issue of *LNE & Spa* for 2013!

FOCUS ON:

- Spa economics
- Year-end tax saving tips
- Updating your website and social media
- Taking inventory of your spa
- Exit strategies
- NAILing your business
- Equipment for a profitable salon and spa
- Expanding your makeup department