

Editorial Calendar

JANUARY 2010 PREPARE FOR VALENTINE'S

Face and body treatments and couples services for the big, romantic day. Learn how to bring twosomes into your spa. Features the "Will You Be My Valentine?" special section.

FEBRUARY 2010 SPA FOR ALL AGES

Massages for moms-to-be or new moms and their babies. Acne treatments for teens. Introductory spa services for tweens. Marketing techniques to attract spa goers of all ages.

MARCH 2010 THE ECO ISSUE—ALL THINGS GREEN

Ecological and sustainable themes to encourage green spaing. Working with organic ingredients in spa treatments. Find out how greening your spa can improve the bottom line. Features the "Green Spa" special section highlighting ecofriendly products.

APRIL 2010 SPECIAL DAY TREATMENTS

Head-to-toe pre-wedding waxing. Revitalizing Mother's Day treats. Improve business promotions by focusing on special occasions.

Distribution at the International Congress of Esthetics and Spa, Miami Beach, FL.

MAY 2010 SKIN CARE SUMMER CAMP

Prepare clients' bodies for showing off great skin during warmer months. Wraps, cellulite treatments, tanning services. How to increase summertime bookings. Features the "Summer Bare All" special section with the best new products for summer skin care. **Distribution at the International Congress of Esthetics and Spa, Dallas, TX.**

JUNE 2010 YOUTHFUL REFRESHMENT

Focus on Gen X and Gen Y services. Targeted treatments to tone and firm the skin and slim the body. Capture the up-and-coming younger crowd with generation specific promos.

JULY 2010 UNIQUE CREATIONS

Highlights the latest innovations in the field. Tips to make your services more efficient and profitable. Features international treatments from around the world.

AUGUST 2010 THE MALE ISSUE

The boys are back—treat them well! From male waxing techniques to unique skin care requirements, the issue focuses on treatments designed especially for men. Learn how to use your female clientele to get their men through your doors. Features the "Let's Hear it for the Boys" special section with the coolest care for male specific skin care needs.

SEPTEMBER 2010 HEALTH AND BEAUTY BOOT CAMP

Look good, feel better services. Massage for relaxation and improved circulation. Coupling health with beauty to boost sales. Features the "Pink Power" special section in preparation for Breast Cancer Awareness Month coming up in October. **Distribution at the International Congress of Esthetics and Spa, Long Beach, CA.**

OCTOBER 2010 TURN BACK THE CLOCK

Services to undo the physical signs of aging like sagging skin, wrinkles and collagen loss. Features tightening and hydrating treatments. Find out how to appeal to the aging baby boomer population. **Distribution at the International Congress of Esthetics and Spa, Philadelphia, PA.**

NOVEMBER 2010 HOLIDAY SPIRIT!

Treatments to get ready for the holidays. Inch dropping, skin smoothing services. Increasing retail sales. Features the "Holiday Gift Guide" special section.

DECEMBER 2010 UNWIND

As clients emerge from the holidays they'll need de-stress and detox services—recovery for mind and body. Aromatherapy for internal calm and external cleansing. Take-it-easy pampering spa treatments. Marketing spa packages and gift certificates.

News deadline: Press releases and photos are due in on the first business day of the month, two months prior to publication.

Calendar deadline: Calendar items are due in on the first business day of the month, two months prior to publication.

The above information is subject to change without notice. For information regarding article submissions, please e-mail denise@LNEONLINE.com. For information on news, calendar and special section submissions, contact editorialassistant@LNEONLINE.com.