

Editorial Calendar

2010

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.

2011

JANUARY - FRESH START

The new year kicks off with updates on the latest technology, detox treatments and valuable staffing solutions advice for spa owners. Find out how to review resumes and interview! Turn your spa into a haven for lovebirds this Valentine's Day with ideas on special services for couples, and learn how passion and love play an important role in the spa.

Special photo shoot: "A Toast to Love" featuring products with romantic elements.

Focus on:

- Detox
- Valentine's Day inspired services and treatments
- Image and career makeup
- Technology
- Romantic products

FEBRUARY - ALL ABOUT MEDICAL

Medical esthetics is an increasingly important sector of the spa industry. February's edition provides a wealth of information on these cutting edge services and advanced treatments that go beyond skin deep.

Special Feature of *LNE & Spa's* BEST

Focus on:

- Medical peels, pre and post surgery
- Skin regeneration for wounds and scars
- Lasers
- Fillers

MARCH - THE ECO ISSUE

Being sustainable and green is the mantra of today's spa. Learn about eco-friendly products, services and ingredients. Get practical information on how to minimize your carbon footprint with better business practices.

Special photo shoot: "Simply Green" featuring the latest eco-friendly products for your treatment room and retail shelves.

Focus on:

- Green ingredients
- Eco-friendly equipment and treatments
- Green wraps, towels and linens
- Botanicals
- Green products

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

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APRIL - LASTING LEGACIES

Prepare your clients for spring celebrations with treatments and products for Mother's Day, graduations, teen proms, communions and more. Get the stories behind family-run spas that have thrived and passed the torch down through the generations, and learn more about the families and companies who are legacies in the industry. The special edition features a recap of LNE & Spa alumni.

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

Focus on:

- **Teen products and treatments**
- **Body services for moms**
- **Aromatherapy for the entire family:
Moms, dads, teens,
tweens and babies**
- **Family operated businesses**

MAY - BEAT THE HEAT

Get your clients ready for summer with great looking skin in the warmer months. Waxing and tanning services are featured, as well as intuitive and energy enhancing services, the perfect antidote to the typical symptoms of lethargy and heightened stress that hits your clients as the temperature rises. Get the latest information on wellness and nutrition to share with your increasingly figure conscious clients.

Special photo shoot: "Here Comes the Sun" photo feature.

Focus on:

- **Waxing products**
- **Nutrition**
- **Wellness in the workplace**
- **Intuitive treatments and
energy promoting services**
- **Spray tanning**
- **Summer products**

JUNE - SUMMER SHAPE UP

Learn the latest information on products and services to beautify brides, and treatments to get all your clients in shape for summer. Improve the effectiveness of your business promotions during these months by emphasizing treatments for special occasions.

Focus on:

- **Bridal services and retail**
- **Cellulite/wraps**
- **Soothing treatments
for athletes' bodies**
- **Stress reduction**

JULY - WONDERS OF THE WORLD

Take a journey around the globe to experience the latest innovations in the spa world from all corners of the Earth. Spice up your own service offerings with ideas from treatment rituals from other countries. Find out about exotic ingredients utilized for beauty treatments in various cultures, and how you may be able to incorporate these novel findings into your own treatments.

Focus on:

- **Unique ingredients**
- **Treatments from around
the world**
- **International products**

AUGUST - ALL THINGS MALE

Exclusively for the men of your spa! Covers the unique issues of the male client, from special services for men to male waxing techniques. Understand what men want from a spa and how to deliver the best quality treatments and products to meet their expectations.

Special photo shoot: Find out about the latest quality skin care for men in "The New Man" featuring male oriented products.

Focus on:

- **Male waxing**
- **Male grooming**
- **Selling to men**
- **Specialty services
exclusively for men**
- **Products for men**

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SEPTEMBER - TOOLS OF THE TRADE

Oncology and equipment are increasingly important sectors of the spa industry. Find out how to accommodate the special requests of clients with health issues that present possible contraindications to your treatments, and get the most up to date information you need to safely meet their needs. Learn about spa equipment such as Galvanic, LED, high frequency, micro-current and rotary brushes and how these innovations can increase profits.

Special photo shoot: "Spirit of Pink" photo spread is featured.

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

Focus on:

- **Esthetic treatment room equipment**
- **Oncology treatments and services**
- **Retail amenities for clients**
- **Products whose sales proceeds support the fight against breast cancer**

OCTOBER - TURN OVER A NEW LEAF

Treatments that target anti-aging and hyper-pigmentation are frequent requests at spas. Get informed about the best corrective services out there to attract clients seeking treatment for these conditions. Fall-inspired services are highlighted.

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Focus on:

- **Enzyme to AHA treatments**
- **Tyrosinase inhibitors**
- **Hydrating masks**
- **Cool weather treatments body services**

NOVEMBER - HAPPY HOLIDAYS

The holiday party season is fast approaching, and your clients want to look amazing for the festivities. Get all the latest information on inch loss, skin smoothing and makeup services.

Special photo shoot: "Holiday Gift Guide" photo feature showcases the most exciting new gift products to line your shelves with and increase retail sales throughout the season!

Focus on:

- **Cellulite services**
- **Peels**
- **Equipment**
- **Holiday shimmer makeup**
- **Gift certificates and specialty products for holiday retail**

DECEMBER - WINTER WARMTH

As your clients recover from the holidays they will be in need of services to recharge their body and spirit. Help your clients de-stress and stay warm as temperatures drop! Learn about all the best services, treatments, accessories, ingredients, foods and beverages to enhance circulation and keep them warm. Get ideas for creating client comfort. Find out how to treat dry, scaly winter skin and prepare skin for red carpet parties.

Focus on:

- **Ingredients**
 - **Food and beverage**
 - **Exfoliation for the body**
 - **Thermal equipment**
 - **Spa accessories**
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