

# 2011 Editorial Calendar

Issue	Ad Close	Materials Due	Bonus Distribution
<b>January</b> Shampoo & Conditioner Duos Beauty 911: Scalp & Hair Treatments	<b>11-19-10</b>	<b>11-24-10</b>	
<b>February</b> Blow Dryers, Stylers, Brushes & Combs 4 Men: Grooming, Styles & Trends Beauty 911: Detanglers	<b>12-20-10</b>	<b>12-28-10</b>	ISSE, Long Beach, CA
<b>March—Interactive Issue!</b> Spring Trends: Haircolor, Hair Styles, Extensions, Makeup Beauty 911: Color Fade	<b>1-20-11</b>	<b>1-26-11</b>	IBS NY, America's Beauty Show Chicago
<b>April</b> Eco Chic: Green Products for Hair, Haircolor, Skin & Makeup Shears, Razors & Clippers Beauty 911: Anti-Frizz	<b>2-18-11</b>	<b>2-24-11</b>	ISSE Midwest, Rosemont, IL Intercoiffure Spring Symposium Miami
<b>May</b> Hair Straightening: Treatments and Products Styling Irons Beauty 911: Dedicated Thermal Protectors	<b>3-21-11</b>	<b>3-25-11</b>	
<b>June</b> Carefree Summer Beauty: Hair, Skin, Makeup Perms & Texturizers Pure Oils for Hair Beauty 911: Humidity-Resistance	<b>4-20-11</b>	<b>4-26-11</b>	Premiere Beauty Show, Orlando, FL Las Vegas Hair & Nail Conf
<b>July</b> Annual Hi-Tech Tools Curl-Enhancing Products Beauty 911: Products for Oily Hair	<b>5-20-11</b>	<b>5-26-11</b>	Cosmoprof NA, Las Vegas, NV TSA (The Salon Association) Las Vegas, NV
<b>August</b> Rescue Remedies for Damaged Hair 4 Men: Grooming, Styles & Trends Beauty 911: Thinning Hair Treatments	<b>6-20-11</b>	<b>6-24-11</b>	
<b>September</b> <b>SPECIAL 10TH ANNIVERSARY ISSUE</b>	<b>7-20-11</b>	<b>7-26-11</b>	
<b>October</b> Ageless Beauty: Antiaging Products, Hair, Skin, Makeup Wigs, Extensions & Hairpieces Beauty 911: Graying Hair	<b>8-22-11</b>	<b>8-26-11</b>	Intercoiffure Atelier, NYC
<b>November</b> Holiday Glam Beauty 911: Dandruff	<b>9-20-11</b>	<b>9-26-11</b>	
<b>December</b> Top 3 Readers Choice Awards Rising Star Products for 2011 Beauty 911: Split End Menders <b>SUPPLEMENT: Giving Back—An Annual Review of Manufacturers' Charitable Initiatives</b>	<b>10-20-11</b>	<b>10-26-11</b>	

\*Editorial submissions due six weeks prior to ad close date.

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## DEPARTMENTS

**FIRST LOOK:** Must have new products for hair, skin, and nails

**BEAUTY 911:** Problem solving haircare products

**HEADLINES:** Haircare Trends & products

**MALE ORDER:** Products & trends

**COLOR LAB:** Hair color products & accessories

**TOOL TALK:** Latest tools of the trade

**PORTFOLIO:** Haute Collection

**STAR STRUCK:** Celebrity styles & trends

**ONLY HUE:** MakeUp Trends

**SAVING FACE:** Problem solving products for skin

**SOLUTIONS:** Problem solving products for nails & body

**VIP:** Personal interview with company leader

**INSIDE STORY:** Launch or Repackaging of products

**MILESTONE:** Major company benchmark

**SALON OF THE MONTH:** A peek inside a stellar salon

**GREEN PIECE:** Eco Initiatives

**I-SITE:** Beauty Websites

BEAUTY What's Taking Off in the World of Beauty  
**launchpad**