

# FORMULATION GUIDE 2024/2025



**Special!**

**Your trade name/  
bestseller product on the  
Cover with link to your  
homepage or product**

The Formulation Guide is published once a year and is updated accordingly every year. The Guide will be distributed at all major personal care industry events for 12 months.

Also available on our Website, Newsletter and Social Media.

**DEADLINE: JULY 24, 2024**





# FORMULATION

## GUIDE 2024/2025

IT'S YOUR CHOICE!

### BASIC 1

- Company Directory
- Profile (320 words)
- **Full page ad**  
(210 x 297 mm plus 3 mm trim on all sides)
- **1 Formulation** (PDF)

### PREMIUM 1

- Company Directory
- Profile (320 words)
- **Full page ad**  
(210 x 297 mm plus 3 mm trim on all sides)
- **3 Formulations** (PDF)

### DELUXE 1

- Company Directory
- Profile (320 words)
- **Full page ad**  
(210 x 297 mm plus 3 mm trim on all sides)
- **5 Formulations** (PDF)

### BASIC 2

- Company Directory
- Profile (320 words)
- **Half page ad**  
(210 x 148 mm plus 3 mm trim right and bottom)
- **1 Formulation** (PDF)

### PREMIUM 2

- Company Directory
- Profile (320 words)
- **Half page ad**  
(210 x 148 mm plus 3 mm trim right and bottom)
- **3 Formulations** (PDF)

### DELUXE 2

- Company Directory
- Profile (320 words)
- **Half page ad**  
(210 x 148 mm plus 3 mm trim right and bottom)
- **5 Formulations** (PDF)

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## **SEND US YOUR FORMULATIONS (PDF) ACCORDING TO THE FOLLOWING CATEGORIES**

- SKIN CARE
- BODY CARE
- HAIR CARE
- SUN CARE
- COLOR COSMETICS
- ORAL CARE
- NUTRI-COSMETICS

### **Focus on Sustainability:**

Waterless, upcycling,  
carbon-neutral, skinalism,  
ECOCERT, NATRUE, and COSMOS

