

DERMASCOPE

The Encyclopedia of Aesthetics

2010 EDITORIAL CALENDAR

Issue	Editorial Theme and Sub-Theme	Press Release Deadline	Ad Closing Date	Ad Artwork Deadline	Additional Distribution
January	Exfoliation Liability Concerns	Nov. 15	Nov. 17	Nov. 21	
February	Sun Care Skin Cancer	Dec. 15	Dec. 17	Dec. 21	
March	Hair Removal Gentleman's Skin	Jan. 15	Jan. 17	Jan. 21	
April	Surviving & Thriving in Skin Care Continuing Education	Feb. 15	Feb. 17	Feb. 21	International Congress of Esthetics and Spa – Miami
May	Up selling Add-on Treatments	Mar. 15	Mar. 17	Mar. 21	International Congress of Esthetics and Spa – Dallas
June	Customer Service Promotions	April 15	April 17	April 21	
July	Damaged, Problem, & Aging Skin Equipment	May 15	May 17	May 21	
August	Body Treatments Boundaries	June 15	June 17	June 21	
September	Sanitation Makeup	July 15	July 17	July 21	International Congress of Esthetics and Spa – Long Beach
October	Skin Evolution Skin Disorders	Aug. 15	Aug. 17	Aug. 21	International Congress of Esthetics and Spa – Philadelphia
November	Retailing Client Retention	Sept. 15	Sept. 17	Sept. 21	
December	Nutrition and Wellness Taking Care of You	Oct. 15	Oct. 17	Oct. 21	