

# WINTER 2025 BEAUTY AFFAIR MAGAZINE DIGITAL LAUNCH & MARKETING TIMELINE



Maximize your ROI

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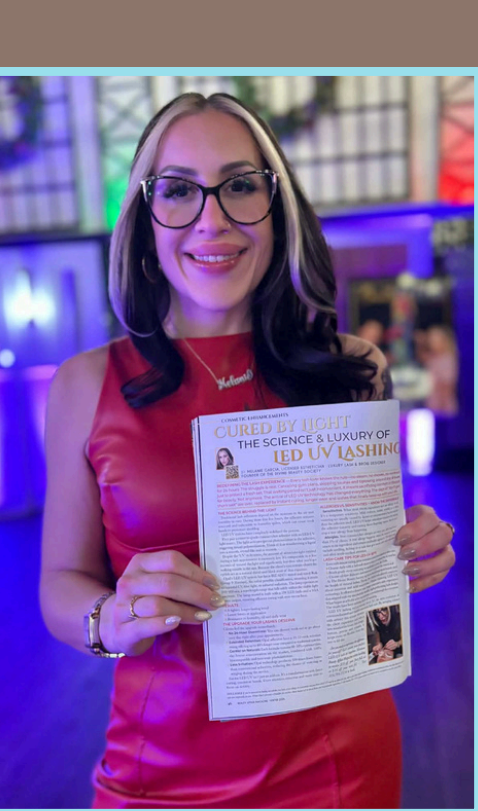
## WELCOME TO THE WINTER 2025 DIGITAL ISSUE LAUNCH!

We are so excited to have you featured in the Winter 2025 issue of Beauty Affair Magazine! This guide will help you maximize your exposure and give you a clear timeline of what to expect from our print and digital campaign.





# LAUNCH OVERVIEW



**Winter 2025 Issue Release Date:** Thanksgiving Weekend

**Digital Launch:** December 19, 2025

**PDF Article Copies Available:** December 29, 2025

Beauty Affair Magazine is distributed across Long Island through a curated network of luxury salons, medspas, wellness offices, boutiques, grocery stores, restaurants, hotels and select retail locations. Our print-to-digital marketing strategy is designed to build momentum, expand reach and deliver lasting exposure to our featured businesses.

# MARKETING TIMELINE

## PRINT MAGAZINE LAUNCH

### **Timeline:** Thanksgiving Weekend

Printed copies began distribution Thanksgiving Weekend. It typically takes up to 14 days for full circulation across Long Island. If you have not received a stack of magazines for your location by now, please email us to confirm delivery.

### ACTION STEPS:

- Visit participating locations to see the magazine in person.
- Snap photos with your team, clients or display in your space.
- Capture in-office and behind-the-scenes content with your print feature.
- Use tags: @BeautyAffairLI and #BeautyAffairLI.
- Be sure to include LIBA accolades, awards, or recognitions for a deeper connection with your audience.
- Share with your audience: "Find us in Beauty Affair Magazine!"





# MARKETING TIMELINE

## DIGITAL MAGAZINE LAUNCH

**Launch Date:** December 19, 2025

Our digital magazine rollout happens approximately two weeks after print, keeping your brand top of mind through a second wave of promotion.

## ACTION STEPS:

- **LINK:**  
<https://beautyaffairli.com/magazine>
- Repost the digital magazine link now that it's live.
- Quote key lines from your article.
- Highlight your Beauty Affair mention in your "link in bio."
- Share your article link across your social channels and newsletters.
- Tag @BeautyAffairLI & we will post on our story to increase your visibility.



*Beauty* **AFFAIR**  
MAGAZINE

# MARKETING TIMELINE

## UTILIZING YOUR DIGITAL PDF

**Launch Date:** December 29, 2025

Utilize the digital magazine and the PDF's in multiple posts, emails and content driven promotions. Stretch it out over the three month magazine issue timeline to get the most out of your feature.

## ACTION STEPS:

- LINK: WINTER 2025 PDF FOLDER
- Repost the digital magazine PDF.
- Quote key lines from your article.
- Highlight your Beauty Affair feature with "link in bio." Be sure to include the digital magazine link in your bio.
- Share your article link across your social channels and newsletters.
- Tag @BeautyAffairLI & we will post on our story to increase your visibility.

### COSMETIC ENHANCEMENTS

## ROYAL BEAUTY SECRETS REVEALED

BY PRINCE MARIO-MAX SCHLAUMBURG-LIPPE

**TIMELESS ROYAL BEAUTY SECRETS REVEALED FOR THE FIRST TIME IN HISTORY — BEAUTY AFFAIR EXCLUSIVE!**



## ALOE, SUNBRELLAS, BATHTUBS AND CURD!

self-care grounded in purity, moderation and refinement. It may sound surprising that we like to keep things simple, yet the complex structure of royal life makes an effective minimalist approach to skincare both practical and necessary.

### SUNBRELLA

Natural sun protection has always been one of my cornerstones. I first discovered its charm while unwrapping the lace and jewel encrusted sunbrellas once owned by an empress in my family's castle attic. Practical yet charming, a sunbrella or wide brimmed hat protects the skin while preserving elegance. These accessories evoke a sense of timeless grace and reflect the royal belief that beauty should be expressed through care and class, a philosophy still seen today in Japanese culture and within royal circles.

### BATHING

For a royal, bathing is not a routine but a ceremony. Long hours spent in the tub are a practice steeped in royal custom. For centuries, palaces across Europe were designed with grand bathing rooms, spaces that symbolized luxury and tranquility. A long bath, enhanced with natural salts or oils, is a simple act elevated to an art form, a gesture that turns ordinary rejuvenation. You will also rest as well after a wonderful bathing session. Honor your skin, rest in water and embrace every movement.

### CURD

A special remedy was taught to me by a professor from the Austrian Olympic Team. He introduced curd to the royal family. Curd wraps are among the most natural and anti-inflammatory royal health secrets of all time. The curd contains casein phosphoric acid, which helps draw out swelling and calm inflamed tissues through its natural cooling effect. Princes and princesses relax their stressed knees or ankles after a sporty day with an ice-cold curd wrap overnight and wake refreshed, ready to continue strong into the next day.

These are timeless principles that transcend status or wealth. Royal beauty is not dependent on costly treatments or rare ingredients, but on the steady and disciplined observance of natural harmony and personal rhythm.

*His Highness and Excellency Gabriel Prince, Ambassador Dr. Prince Mario-Max Schlaumburg Lippe is a leading Royal expert covering TV and Press (New York, Berlin, London, Stockholm, Paris, Public Spokes and Philanthropist Prince Mario-Max is the son of Royal Dignitaries H.H. Dr. H.C. Prince Waldemar and H.H. Dr. Princess Antonia of Schlaumburg-Lippe. He is a member of H.H. Prince Felix of Denmark. &*

**PRINCE MARIO-MAX SCHLAUMBURG-LIPPE**



Among the many fascinations of royal life, people often ask how we manage to maintain a radiant appearance despite the constant travel, public exposure and demands of duty. My family has been running countries since 936, founded Hamburg in Germany and traces its lineage to King Harald Bluetooth — yes, the same one behind the technology named after him, as noted on bluetooth.com. What I'd like to share is a philosophy of beauty which merges simplicity, nature and centuries of inherited wisdom.

### ALOE

At the heart of my royal daily regimen lies one timeless rule: moisturize with aloe. We grow it in every royal garden, and when traveling, we simply pick up aloe products wherever we go. Hydration is the foundation of maintaining our appearance and energy. Life in the royal circle is filled with ceremonies, outdoor engagements and constant shifts in time zones, which calls for a deeper understanding of how to sustain vitality despite continual exposure. Moisturizing is not merely cosmetic, it's a ritual that restores the skin, quiets the mind and keeps the spirit grounded in calm.

Aloe, harvested from its royal compound in the United States, remains my favorite for its soothing and nourishing qualities. The use of pure botanicals reflects my family's longstanding heritage of drawing from the earth to sustain well-being. For centuries, our European courts cultivated herbs, oils and plants valued for their fragrance and healing properties. In modern times, that respect for nature continues through

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### MEDICAL COSMETICS

## HOW TO KEEP YOUR SKIN RADIANT

## WHEN THE AIR TURNS GOLD

BY EVE LUPENKO, M.D., F.A.A.D., DIRECTOR OF DERMATOLOGY, GREENBERG COSMETIC SURGERY AND DERMATOLOGY

Winter's cold air and indoor heating can strip your skin of moisture and glow. Here's how to stay radiant all season long.

### Don't Overwash your Hands

I wash my hands around 100 times per day! It is important to wash your hands but do not over wash. Many people are still using alcohol-based hand sanitizing gels which also dry out the hands. Use a good hand cream at night with cotton gloves to fix cracked hands.

### Shorter Warmer Showers

Taking shorter showers with warm water instead of hot. Hot water strips the skin of its natural moisture. Moisturize skin while it is still damp and use gentle fragrance-free skin care products.

### Use a Gentle Cleanser

Avoid harsh foaming cleansers that can dry you out. Opt for cream or oil-based formulas that nourish as they cleanse. Exfoliate, but gently enough off dry, flaky cells 1-2 times a week using a mild exfoliant or professional treatment to keep skin smooth and glowing.

### Boost with Serums

Incorporate hydrating serums rich in hyaluronic acid, vitamin C or niacinamide to brighten and plump dull winter skin.

### Don't Skip SPF

UV rays can still damage skin even in winter! Apply sunscreen daily — especially on bright, snowy days when sun reflects off surfaces.

### Hydrate, Inside and Out

Drink plenty of water and switch to a richer moisturizer with ingredients like hyaluronic acid, ceramides or squalene. Drink at least 8 glasses of water every day and eat foods high in antioxidants and Omega 3 Fatty Acids to protect your skin cells.

### Use a Humidifier

Indoor heating saps moisture from the air. A bedside humidifier helps maintain your skin's hydration barrier overnight. Stay warm without forced heat — use blankets instead.

### Don't Lick Your Lips

Use lip protectant when going outside. Protect Lips and Hands by keeping a hydrating balm and hand cream nearby — these areas are most prone to dryness and cracking.

### Try Professional Treatments

Winter is the best time for laser resurfacing, chemical peels and micro-needling — since you're less exposed to the sun and can heal beautifully.



**GREENBERG COSMETIC SURGERY & DERMATOLOGY**  
216.361.8200  
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**Beauty AFFAIR**  
MAGAZINE

# MARKETING TIMELINE

## BLOG POST & SOCIAL COLLABORATION

**Launch Date:** *Schedule with Beauty Affair.*

If you purchased the Blog + Social Media Add-On, your launch will include a full-length blog feature on BeautyAffairLI.com as well as a Facebook/Instagram story and feed posts with clickable links to drive traffic to the article.

## ACTION STEPS:

- Share the blog article across your platforms.
- Drive traffic to your website by linking your blog feature.
- Invite followers to “read the full story on BeautyAffairLI.com.”
- Break down the article into mini content pieces (a quote, tip, or takeaway from the feature).
- Post short reels, stories, or carousels around those points and tag @BeautyAffairLI.
- If you're part of local Facebook business or beauty groups, share the post and invite readers to check out your story.

**The Balance Within**  
6 December 2025 | Wellness


**By Lindsay Aliseo, Publisher of Beauty Affair Magazine**

In our winter issue, the imagery of *The Rituals of the Fémynal* comes to life through our cover muse, [Janet Trabosh, PA-C, MPH](#), of [Océanè Medical Aesthetic + Wellness](#).

The portrait tells a story long written in the bodies of women. One half wrapped in flowing grace, the other in structured strength. A gown drapes across her frame, soft and effortless while a tailored tuxedo mirrors the other side in sharp control. It is the visual language of balance, feminine and masculine, estrogen and testosterone, fluidity and form.

What began as an artistic concept evolved into something more profound, a reflection of what Janet devotes her life to restoring, equilibrium. Her work in hormonal health is not just about numbers on a lab report. It is about helping others reclaim the wholeness that time, stress and biology often take away.

Below, in her own words, Janet shares what it means to restore balance from the inside out.




**Restoring Balance—A Personal Reflection**  
By [Janet Trabosh, PA-C, MPH](#), of [Océanè Medical Aesthetic + Wellness](#)

**Caring for the Whole Person**

Combining my background in surgery, aesthetics and now functional hormone health, I'm able to offer a truly evidence based approach to care. I don't just want you to *look* good, I want you to *feel* vibrant, balanced and empowered from the inside out.

Helping women transform their lives through hormone optimization has become one of the most fulfilling aspects of my career. I'm not just treating symptoms, I'm supporting people on their journey to better health, deeper self-understanding and lasting well-being.



In every phase of life, from the first rite to the final flame, the Fémynal find strength in adaptation. Janet's work mirrors that same endurance, meeting imbalance not with fear but with understanding and helping others restore the



# KEEP THE MOMENTUM GOING

Your Beauty Affair Magazine feature is a long-term brand asset. Here are easy ways to continue building on your exposure:

## **As Seen In Beauty Affair Magazine**

- Add the Beauty Affair Magazine logo to your website's footer or "As Seen In" section
- Mention the feature in your Instagram bio and pinned highlights
- LINK: [AS SEEN IN LOGOS](#)

## **Reels, Stories & Carousel Posts**

- Use video and carousel posts to tell the story behind your feature
- Share testimonials, product photos, or patient/client transformations related to your editorial

## **Highlight Your Feature**

- Explore our [Instagram Magazine Highlight](#) to see how others shared their stories
- Repost and tag us @BeautyAffairLI for a chance to be featured on our story





# LET'S MAKE AN IMPACT

Beauty Affair Magazine connects you with a beauty-conscious audience across multiple touchpoints: print, digital and social. Maximize your exposure by:

1

Posting consistently and with variety.

2

Incorporating your article in client presentations and consultations.

3

Framing your feature or displaying it at your front desk.

# STAY CONNECTED

@beautyaffairli  
@iconogram\_group



LINDSAY ALISEO | JILLIAN DIVITO