

SPRING 2026 BEAUTY AFFAIR MAGAZINE DIGITAL LAUNCH & MARKETING TIMELINE



Maximize your ROI

WWW.BEAUTYAFFAIRLI.COM

WELCOME TO THE SPRING 2026 DIGITAL ISSUE LAUNCH!

We are so excited to have you featured in the Spring 2026 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



Spring 2026 Issue Release Date: March 1, 2026

Digital Launch: March 16, 2026

PDF Article Copies Available: March 16, 2026

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: March 1, 2026

Printed copies began distribution on March 1, 2026. 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!"



Beauty AFFAIR
MAGAZINE

MARKETING TIMELINE

DIGITAL MAGAZINE LAUNCH

Launch Date: March 16, 2026

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.

MEDICAL COSMETICS



TOPICAL AND THE

BY SHARON GRASSO, LME CLT, BEAUTY CONSULTANT & PRACTITIONER, PERMANENT TOUCH COSMETIC

After three decades in the aesthetic space, I have watched trends come and go. When I first started, there were no lasers, no light devices, no neurotoxins and no fillers. We worked with what we had, and we focused on skin health long before it became a buzzword.

As technology evolved, we learned how to layer treatments. Lasers and energy devices helped us take results further. Surgical procedures became more refined when paired with supportive skin treatments. Every shift brought us closer to better outcomes, not because of trends, but because of science.

WE ARE NOW SEEING ANOTHER SHIFT.

With the evolution of Korean skincare and stem cell research, there has been renewed focus on topical treatments that are safe yet effective. One of the most impactful categories I work with is topical biostimulators. They enhance the results of other procedures, but they also stand on their own.

What I see clinically is compelling. Clients experience an immediate glow, which everyone appreciates, but the real change happens over time. Consistent treatments spaced over several weeks support firmer skin, the appearance of smaller pores and smoother texture with a visible softening of fine lines. Many clients tell me their skin feels as though it has been treated with a neurotoxin or an injectable biostimulator, even though the results are achieved topically.

Among the options available, the most promising biostimulator I have seen is D E J BioStim by Revision Skincare. This formulation has taken topical biostimulation to a level we have not seen before.

My takeaway is simple. Lasers, light devices and surgery will always do the heavy lifting in aesthetics, and they cannot be replaced by topical care. These modalities remain the gold standard when deeper correction is needed. That said, not every client requires aggressive intervention, and not every face needs to go there. In my opinion, topical biostimulators like D E J BioStim represent a meaningful advancement in how we support skin between and alongside higher-level treatments. This is not a trend. It is a complementary tool, and one that is clearly here to stay.

D E J BioStim has created real excitement within the aesthetic community, and for good reason. Everyone wants that glass skin glow, and this treatment is like giving the skin a window-cleaning finish, the kind that reflects light rather than absorbing it.

This is the first in office treatment Revision has ever released. It took six years of research to bring it to market. Revision has always focused on innovation in medical grade skincare, and now that same level of technology has entered professional topical treatments.

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MEDICAL COSMETICS

EVOLUS COLLABORATION

BY LINDSAY ALISEO, PUBLISHER OF BEAUTY AFFAIR MAGAZINE



Stephanie Kaufman, Jacqueline Wilson, Lindsay Aliseo, Gabriella Dant and Amanda Doherty

Some beauty results are built in layers, not because more is better, but because the right people each bring their specialty to the same vision. That was the entire point of this collaboration, a multi-provider refresh that blended injectables, lip blushing and makeup artistry into one cohesive outcome.

It started with a simple idea and the right connector: Gabriella, a representative for Evolus on Long Island, wanted to see a treatment plan come to life in real time, not just on paper. She had already seen Jacqui Wilson of Rejuv explore facial balancing in Beauty Affair Magazine and she wanted to take it a step further. Add another provider and another layer, showing what happens when each part of the face is treated with purpose and finished with the way it would actually be worn in the real world.

For the model, they chose Amanda Doherty, owner of Amanda Rose Cosmetics. She is a makeup artist, a business owner and a mom of three, turning 39. The kind of woman who can feel good internally yet still look a little tired on the outside because life is busy, stress is real and sleep does not always win.

When Amanda walked into Rejuv with no makeup, Jacqui saw what most experienced injectors see right away. A beautiful face with subtle signs of strain, a touch of volume loss and the kind of down look that comes from carrying everything at once. Facial balancing was the plan, not to change her features, but to restore what had quietly shifted.

At her follow-up visit, the under-eye area was addressed as part of that overall tired appearance. Jacqui is known for being especially conservative with tear trough filler, but Evolus Smooth blended seamlessly into Amanda's delicate under-eye region. The result was a softened transition from the lower lid to the cheek without heaviness.

A major factor was weight loss. Amanda had lost about forty pounds, and rapid loss can show up quickly in the face. Skin stretches, elasticity changes and the face can begin to look less supported, especially through the temples, cheeks and around the mouth. Jacqui stated that at Rejuv they pay close attention to facial change with weight loss because the earlier you address it, the easier it is to maintain harmony. Waiting is not a deal breaker, but it usually means the path back takes longer.

During the interview, Gabriella stated, "Evolus represents the evolution of aesthetic innovation, featuring Gold™ technology — the first major advancement in fillers in over a decade — and being the first product to recognize lines and wrinkles information for GLP-1 patients and those who have experienced significant weight loss. It reflects how performance beauty blends science with experience to meet today's patient needs."

Jacqui's method for Amanda's refresh began where the face tends to fall first. She starts laterally, building support from the outer areas so the center of the face is never overloaded. That approach helps the result remain natural.

The temples were addressed early, creating a subtle lift that brought the cheeks up. A small cheek enhancement added the kind of highlight point makeup artists love, helping makeup sit better and photograph cleaner. Nasolabial folds were softened to reduce shadowing around the mouth. Then came the chin, the step Amanda was unsure about until she saw how it completed the rhythm of the lower face.

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Beauty AFFAIR
MAGAZINE

MARKETING TIMELINE

UTILIZING YOUR DIGITAL PDF

Launch Date: March 16, 2026

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: [SPRING 2026 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.

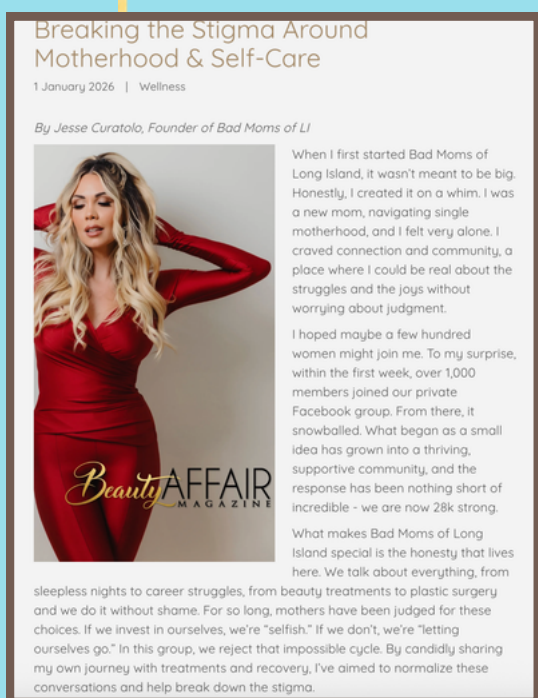
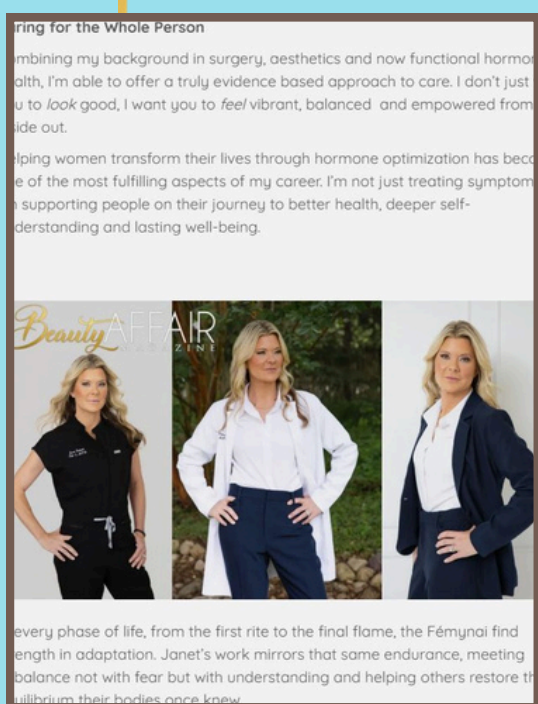


MARKETING TIMELINE

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.

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

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LINDSAY ALISEO | JILLIAN DIVITO