

SUMMER 2025 BEAUTY AFFAIR MAGAZINE DIGITAL LAUNCH & MARKETING TIMELINE



Maximize your ROI

WWW.BEAUTYAFFAIRLI.COM

WELCOME TO THE SUMMER 2025 DIGITAL ISSUE LAUNCH!

We are so excited to have you featured in the Summer 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



Summer 2025 Issue Release Date: Memorial Day Weekend

Digital Launch: June 9, 2025

PDF Article Copies Available: June 9, 2025

Beauty Affair Magazine is distributed across Long Island through a curated network of luxury salons, medispas, 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: Memorial Day Weekend

Printed copies began distribution Memorial Day 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!"



Beauty **AFFAIR**
MAGAZINE

MARKETING TIMELINE

DIGITAL MAGAZINE LAUNCH

Launch Date: June 9, 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: June 9, 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: SUMMER 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.

MEDICAL COSMETICS

SUMMER SKIN SAFETY

BY GREENBERG COSMETIC SURGERY AND DERMATOLOGY

One of the most common myths about skincare is that most damage occurs before we turn 18 years old. Taking proper care of our skin is an essential component to an anti-aging regimen and is essential to prevent cellular damage, premature aging and skin cancers. Sun exposure occurs every day, even when the sky is overcast and cloudy. It is for this reason that there is always potential damage to skin, both on the surface and beneath. The most well-known risk of course is skin cancer, sunburn and premature wrinkles, however beneath the surface skin cells, collagen and elastin are all affected by environmental damage as well as by stress, lifestyle and poor nutrition.

As the days get longer and the temperatures rise, it's tempting to spend more time outdoors soaking up the sunshine. While sunshine can boost your mood and vitamin D levels, too much exposure can take a serious toll on your skin. Here's how to enjoy the season while keeping your skin safe, healthy and glowing.

Sunscreen Is Non-Negotiable

Choose a broad-spectrum sunscreen with SPF 30 or higher and apply it 15-30 minutes before heading outdoors. Reapply every two hours, or immediately after swimming or sweating. Don't forget easy-to-miss areas like your ears, the tops of your feet and the back of your neck.

Seek Shade Between 10 a.m. and 4 p.m.

This is when UV rays are strongest. If you're outside during peak hours, try to stay under an umbrella, wear a wide-brimmed hat or cover up with lightweight, long-sleeved clothing.

Hydrate Inside and Out

Hot weather and sun exposure can dehydrate your skin. Drink plenty of water throughout the day and use a hydrating moisturizer to help your skin stay soft and supple. Look for products with hyaluronic acid or aloe vera for extra soothing benefits.

Don't Skip Sunglasses

UV rays can damage the delicate skin around your eyes and even increase the risk of cataracts. Choose sunglasses that block 100% of UVA and UVB rays for full protection.

Be Smart About Tanning

There's no such thing as a safe tan from the sun or tanning beds. If you want a sun-kissed glow, opt for a high-quality self-tanner or a professional spray tan instead.

Check Your Skin Regularly

Keep an eye on any moles or spots that change in size, color or shape. Early detection is key when it comes to skin cancer, so don't hesitate to see a dermatologist for a professional skin check, especially if you have a history of sunburn or fair skin.



Use Professional Grade Skincare Products

To decrease the damage caused by UVA & UVB rays, it is imperative to use professional grade skin care products to enrich and protect the sensitive skin on the face. By protecting the face from environmental damage, the effects of sun damage will be minimized and cell turnover and collagen production, the necessary components for youthful skin, will be increased. Combining these products with healthier habits, including a diet rich in vitamins and minerals, skin will transform before your eyes.

Antioxidants such as Vitamin C and Green Tea are powerful sources of nutrition and protection for the skin. Vitamins A and E aid in cell rejuvenation. The FDA limits the amount of these necessary ingredients in over the counter products thus limiting skin penetration and results. Only a pharmaceutical grade product can provide the amount necessary to penetrate and stimulate cells in the deeper layers of the skin. Professional grade skincare products are available at plastic surgery and dermatology offices and offer the most advanced ingredients at the correct dose to allow skin to repair and renew at the cellular level. Notice a softer, smoother and more vibrant skin tone and in a few days, skin will also become healthier.

Protect your skin now so it stays radiant and healthy for years to come. A little prevention goes a long way—your future self will thank you!

Call 516.364.8200 or visit us at GreenbergCosmeticSurgery.com/Dermatology for more information and to schedule your annual skin cancer screening or general dermatology appointment for adults, teens and children accepting most insurance.



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MEDICAL COSMETICS

A WOMAN'S GUIDE TO VAGINAL WELLNESS

BY JANET TRABOSH PA-C, MPH, MPH
OF OCEANE MEDICAL AESTHETICS • WELLNESS

There has been a long-overdue shift in the way we talk about women's health and it's time to bring vaginal wellness into the spotlight. From dryness to sensitivity, urinary incontinence to appearance, women experience a wide range of changes as they age, go through childbirth or move through different hormonal stages of life. The good news is that there are safe, effective and minimally invasive treatments available to address these intimate concerns.

Radiant Results with Votiva RF

Votiva RF uses radiofrequency energy to treat the vaginal area both internally and externally. This non-invasive treatment stimulates collagen and elastin production, helping to tighten the vaginal walls, improve hydration and alleviate urinary incontinence. It's an ideal choice for women seeking improvements without downtime or surgery.

What Votiva RF Can Help With:

- Increased vaginal tightness
- Enhanced moisture and comfort
- Relief from mild to moderate urinary incontinence

Volume and Confidence—The Vaginal Wing Lift

This treatment uses hyaluronic acid and platelet-rich plasma (PRP) to restore volume and structure to the labia. Over time, loss of collagen can affect the appearance of the external vaginal area. The Vaginal Wing Lift rejuvenates the labia by smoothing and plumping the labial tissue, helping women feel more confident in their skin.

Why Women Love It:

- Adds natural volume
- Enhances the vulva aesthetically
- Uses your body's own growth factors

Clitox® for Sensitivity

Clitox is a newer but powerful option for enhancing sexual sensation. It involves a small injection of botulinum toxin into the clitoral area to improve nerve communication and blood flow. Many women report an increase in pleasure and a heightened connection with their partner after this treatment.

What to Expect:

- Enhanced sexual pleasure
- Increased sensitivity
- Minimal discomfort and downtime

The O-Shot™—PRP Powerhouse

The O-Shot™ uses your own PRP to regenerate tissue and improve both function and sensation. Injected into the vaginal wall and around the clitoris, this treatment can improve lubrication, increase orgasmic potential and reduce urinary leakage. It's a safe, natural way to reclaim comfort and confidence.

Benefits of the O-Shot:

- More intense orgasms
- Better lubrication
- Stronger pelvic floor support

COZLift V™—The Gel That Rejuvenates

This non-invasive treatment involves the application of a CO2-rich gel to the vaginal tissue. The CO2 stimulates the skin's natural healing process, improving hydration, elasticity and blood flow. It's perfect for women looking to avoid injections or downtime.

Why It Works:

- Firms and tightens
- Hydrates the tissue
- Completely non-invasive

Hormone Therapy for Lasting Relief

Hormonal fluctuations can dramatically impact vaginal health. Estrogen therapy helps combat dryness, thinning and irritation by restoring natural moisture and elasticity. Available in pills, creams, pills or rings, hormone therapy remains a gold standard for postmenopausal vaginal care.

Key Benefits:

- Restores moisture and comfort
- Strengthens vaginal and urethral tissue
- Improves elasticity and reduces pain during intimacy

Addyi® for Desire

Addyi, also known as flibanserin, is the first FDA-approved pill for women experiencing low sexual desire unrelated to medical conditions. It works by balancing brain chemicals that influence sexual motivation. While it doesn't directly affect the vaginal area, Addyi supports emotional and mental desire.

How It Helps:

- Increases libido
- Supports intimacy and connection
- Complements physical treatments for a holistic approach

Your Next Step

At *Océane Medical Aesthetics • Wellness*, we take a personalized approach to intimate care. Each treatment offers something unique, whether you're looking to feel confident in your skin or reclaim sexual wellness. *Medicine Beauty Affair Magazine and receive 10% off any vaginal health service. Visit OcéaneAesthetics.com or Call 631.801.7840.*



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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.

30 May 2025 | Medical Cosmetics

By Lindsay Aliseo, Publisher of Beauty Affair Magazine

Photography by Katherine Nuñez - Body Artist Vincent Licata - Models Jennifer Evans, Felix Martinez & Vitor Hugo



COVER STORY THE ART OF EVOLVE

This summer, our Beauty Affair cover takes a vivid and colorful detour into the artistic soul of plastic surgery. Models covered in strokes of body paint posed alongside two remarkably talented surgeons, Dr. Yoel Rojas and Dr. Irena Karanetz, who held brushes in hand, not scalpels. The symbolism wasn't lost on us. At Evolve Plastic Surgery, surgery is more than medicine... it's art.

Dr. Rojas and Dr. Karanetz are board-certified plastic surgeons, but to call them only that would be incomplete. Together, they lead Evolve Plastic Surgery with locations in Huntington

By Gabriella Rossi, LE

Licensed Aesthetician & Laser Specialist at Boost Your Beauty Medspa

Everyone ages, but looking your age? That's optional. The key to aging gracefully isn't fighting time—it's working with it. Knowing what your skin needs at every stage is the difference between simply growing older and glowing through the decades. So whether you're building your routine in your 20's or proving that age is just a number in your 60's, consider this your blueprint for timeless beauty.

20's: The Age of Prevention (Because Regret Is Not a Good Look)

Your 20's are for late nights, spontaneous trips and living your best life. While aging might not be on your mind yet, now is the time to invest in prevention, your future self will thank you.



Best Treatments:

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



JILLIAN DIVITO | LINDSAY ALISEO | DAWN BOYLE KOSTAKIS