



# Beauty AFFAIR MAGAZINE

## EDITORIAL

# Tips & Tricks

*Your Editorial Should Engage the Reader.*

We're here to help you create an  
educational and engaging work of art!

BEAUTYAFFAIRLI.COM

# Road Map to Success

*This guide was created to help you produce compelling, polished and impactful editorials that resonate with our readers and reflect the high standards of our publication. Whether you're a seasoned writer or new to the editorial scene, these tips and tricks will support you in creating content that is both engaging and effective.*

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01

# How a Beauty Affair Editorial Piece Is Created

At Beauty Affair Magazine, each editorial follows a polished and formatted process to ensure consistency, clarity and impact.

## Author Responsibilities

You're responsible for selecting an educational, authentic topic, staying within word count and submitting the following by the first draft deadline:

- Word or Google Doc (no PDFs)
- High-res photos (300 dpi minimum—send extras!)
- Headshot, logo, contact info, and all links
- Email subject line: *Business Name - Editorial Topic*
- All editorial and graphics go to *Graphic@BeautyAffairLI.com*

## Editorial Review & Approval

Lindsay Aliseo, Editor-in-Chief, will review your piece for grammar, structure and clarity. Once your piece has been approved editorially, no further changes can be made. It will then be passed to our Art Director for layout design.

## Design & Final Proof

Our Art Director will design your layout using our editorial format. You'll receive a final proof for approval—this stage is for layout only, not content revisions.

## 02

## Choosing the Right Topic

Your topic sets the tone for your entire piece, so choose wisely:

WELLNESS

## FLOATING SOUND BATHS

A ONE-OF-A-KIND RELAXATION EXPERIENCE

BY JAMIE GALE, GLOW AND PEACE, CONCIERGE ENERGY ALCHEMIST



Imagine drifting on the surface of a warm pool, your body fully supported by an inflatable mattress, eyes closed and the soft sun warming your face. The water gently rocks you and in the background, the soothing tones of singing bowls and gongs begin to fill the air. The sound moves around you, calming your mind and relaxing your body until you feel like you've completely melted into the moment. That's the beauty of a floating sound bath.

This isn't your typical sound bath on a yoga mat. Instead of lying still on the ground, you're floating—literally. The water holds you up, so you don't have to do anything except relax. While you float, Glow and Peace plays a variety of instruments—singing bowls, gongs, chimes—on the edge of the pool. There's often a second person in the water who moves around gently playing small chimes or bells nearby, creating little moments of surprise and softness that ripple through the experience.

The sounds aren't just something you hear—they become something you feel. The way the tones dance across the surface of the water and echo in the open air creates an atmosphere that's incredibly calming and deeply meditative. It's common for people to go into a very peaceful, dreamlike state, even if they've never meditated before.

What's special about floating is that it lets your whole body let go. You're not holding tension in your neck, your back, your hips—everything is supported. That, combined with the calming sounds, makes it much easier to relax fully and allow your nervous system to shift into a more peaceful, healing state. Many people say they feel emotionally lighter, mentally clearer and physically more balanced after a session.

A floating sound bath isn't just about relaxation—it's about giving yourself permission to fully surrender. To be held by the water, soothed by sound and transported to a place where your body, mind and spirit can reset. It's something truly unique and once you try it, you'll probably wonder why you haven't been floating your stress away all of your life!

**Floating Sound Baths with Glow and Peace**

Indulge in a luxurious sound healing experience like no other. As you float effortlessly on water, allow the soothing tones of crystal singing bowls, gongs and soft chimes to wash over you—elevating your body, mind and spirit into deep relaxation and energetic renewal.

Private and group sessions available in serene poolside settings.

**To Book** [Glowandpeacebiz@gmail.com](mailto:Glowandpeacebiz@gmail.com) | Instagram [@glowandpeace](https://www.instagram.com/glowandpeace) | [www.glowandpeace.com](http://www.glowandpeace.com)



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- Select a fresh, educational or inspiring topic that aligns with our collective mission.
- Avoid overdone subjects—check past issues or ask your editor if you're unsure.
- Don't begin writing until your topic is approved.
- Focus on sharing new insights, trends or tips our readers haven't seen before.

## 03

# Using AI the Right Way

AI can be a helpful assistant, but your editorial should reflect your unique voice and expertise. Here's how to use AI responsibly:

- Use it only for inspiration, structure suggestions or grammar checks.
- Do not submit AI-generated content as your own. It's unethical and not allowed.
- Always request non-copyrighted content from AI tools to avoid legal risks.
- Edit AI-polished content carefully to ensure it reflects your tone and message.
- Remember: If you didn't write it, don't put your name on it.



## 04

## Word Count Guidelines &amp; Photos

To ensure a clean, cohesive layout that balances content and visuals, please follow the word count guidelines for your advertorial size:

## Graphics / Words

## 2-Page Spread

- Heavy / 500–650 words
- Moderate / 650–850 words
- Light / 850–1000 words

## Full Page

- Heavy / 350–450 words
- Moderate / 400–500 words
- Light / 500–600 words

## Half Page

- Moderate / 150–250 words
- Light / 250–325 words
- No Graphics / 325–375 words

## Photo Requirements:

- Send high-quality images at a minimum of 300 DPI
- Include more images than you think you'll need so our Art Director has flexibility to design the best layout for you.

COSMETIC ENHANCEMENTS

## LASH ARTISTRY

with a DIVINE LASH DESIGNER

WITH LINDSAY ALISEO AND MELANIE GARCIA

When I first met Melanie Garcia, the founder of The Divine Beauty Society, her energy was magnetic—and not just because of her lashes (which, let's be honest, were flawless). Melanie isn't just applying lash extensions, she's changing the conversation around them. In a market saturated with cookie-cutter lash sets and rushed appointments, Melanie has positioned herself as a true lash designer, prioritizing artistry, customization and most importantly, the health of her clients' natural lashes.

As Editor-in-Chief of *Beauty Affair Magazine*, I'm always looking to spotlight professionals who are doing things differently and doing them right. In this Q&A, Melanie breaks down the difference between a lash tech and a lash artist, what goes into creating a truly customized set and why she believes lashes should enhance your features, not overpower them. Whether you're a lash lover or lash-curious, this is the kind of insight that will change the way you see lash extensions and who you trust to apply them.

**Lindsay: What is lash artistry?**

**Melanie:** Lash artistry is an application technique designed to give the eye area a more lifted, brighter, and youthful look. Lash extensions are meant to flatter your facial features not for an overpowering effect that you get from poorly placed lashes of inappropriate lengths and diameters.

**Lindsay: What sets lash designers apart from traditional lash technicians, and who should clients trust to perform lash artistry?**

**Melanie:** Lash artistry should be performed by experienced lash designers, artists who specialize in creating custom looks that are tailored to each client's unique features. What sets a lash designer apart is the approach. While some technicians may focus solely on filling lashes quickly, a designer takes a more thoughtful and holistic route. We consider facial structure, eye shape, lash health and long-term sustainability. Every set is customized through a detailed consultation to ensure it enhances natural beauty while preserving the integrity of your natural lashes. It's not just about applying extensions, it's about designing a look that truly fits you.

**Lindsay: How do lash designers go about creating custom sets?**



**Melanie:** Lash designers customize each set to disguise the natural signs of aging around the eye area by using different variations of length, fullness, curl and placement of each lash extension to achieve your desired results. We start with a thorough consultation to check for symmetry in order to create the illusion of getting an eyelift. We take into consideration the results you want and develop a plan based on your lash health and growth. During the consultation, we assess each client's lash condition, lifestyle and desired look to ensure safe and sustainable lash enhancements. Our goal is to enhance beauty while prioritizing the well-being of every client's natural lashes.

**Lindsay: What inspired you to become a lash designer?**

**Melanie:** Once I mastered the art of applying lash extensions, I became passionate about refining my craft and making a meaningful impact. I pursued advanced training through specialized courses to deepen my knowledge and bring a more elevated, thoughtful approach to the lash industry in Long Island. During this journey, I noticed a common trend where many lash technicians followed a uniform approach, applying extensions without considering each client's unique facial features. Rather than enhancing their natural beauty, this often resulted in signs of aging such as drooping lashes and eyes. I saw an opportunity to change that. My goal became clear, to create customized lash designs that accentuate individual features and provide a lifted, youthful look tailored to each client.

**The DIVINE Beauty Society**

To book your lash artistry appointment with Melanie in Commack visit [TheDivineBeautySociety.com](http://TheDivineBeautySociety.com)

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## 05

## Call to Action (CTA)

Every advertorial should include a strong CTA:

- Share your booking phone number, website or Instagram handle.
- Offer a special promotion exclusively for Beauty Affair readers.
- Encourage readers to follow, call or book with clear and compelling language.

**MEDICAL COSMETICS**

## A WOMAN'S GUIDE TO VAGINAL WELLNESS

BY JANET TRABOSH PA-C, MPH, MPH  
OF OCÉANE 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 pelvic floor issues, women experience a wide range of changes as they age through different hormonal stages.

• 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 more confident in your skin or reclaim sexual wellness. Mention Beauty Affair Magazine and receive 10% off any vaginal health service. Visit [OcéaneAesthetics.com](https://OcéaneAesthetics.com) or Call 631.801.7840.*



**OCÉANE MEDICAL AESTHETICS + WELLNESS**  
631.801.7840  
[OcéaneAesthetics.com](https://OcéaneAesthetics.com)  
@TraboshBeauty



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improve nerve conduction, an increase in pleasure and a heightened connection 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

How to...  
• Increases libido  
• Supports intimacy and connection  
• Complements physical treatments for a holistic approach

**Your Next Step**

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## 06

## More Editorial Tips

- Write in a conversational tone—make it feel like you're talking to a friend.
- Avoid filler or overly technical jargon—clarity is key.
- Break up long paragraphs for better readability.
- Use headings or bullet points for step-by-step advice or lists.
- Always proofread or ask your editor for a final review.

WELLNESS

## BE STRESS FREE WITH ACUPUNCTURE

BY DR. MARIA HOGAN




**The Effects of Stress**  
Some of us cannot avoid stress or being stressed. It just comes with living everyday life. But what we can do is choose how we will react to and deal with our stresses. When stress becomes constant and consistent, our bodies start releasing stress chemicals like cortisol, adrenaline and norepinephrine. These can cause harm over time. Some might even experience side effects like upset stomach, rapid heart rate, chest pain, insomnia and racing thoughts, to name a few. When stress is chronic, the risk for things like IBS, heart disease, depression and anxiety increases tremendously.

**How Acupuncture Helps**  
Acupuncture can absolutely proactively reduce stress and provide support in re-energizing the body. I use a combination of points that can restore the body's stress balance. This helps reduce cortisol levels and decrease heart palpitations. There are absolutely no side effects and no adverse reactions to any medications with acupuncture. There is nothing to lose... except a racing mind.

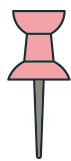
**The Body's Response**  
When the fine needles are placed into the appropriate points, they stimulate nerves. The nerves then send a message to your brain telling it to release endorphins, which are our own natural pain killers. These natural brain chemicals make us feel relaxed, happy and can also help decrease inflammation.

**The Session Experience**  
An acupuncture session can provide relaxation time for yourself. After your point prescription is established, you will rest for about 30 minutes while the needles do their magic. During this time, patients can choose to sleep, listen to music or use the time to meditate.

**Additional Benefits**  
There are so many added benefits you can also experience with acupuncture. Digestive issues, pain, respiratory issues, fertility and sleep issues can all be supported. Multiple things can be addressed in one acupuncture session. Healing time depends on your symptom severity and your mindset. Most patients report relief after only one session.

*Acupuncture helps manage stress by promoting physiological relaxation, balancing the nervous system, reducing perceived stress levels, improving sleep and much more. If you are interested in getting rid of your stress once and for all, make your appointment for acupuncture. Your stress-free self will thank you! Call or text to book 516.604.9297.*

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## Final Checklist Before You Submit:



- ☐ High-quality, professional imagery 300dpi (no screenshots!)
- ☐ Word count matches your layout
- ☐ Contact info and QR code link
- ☐ Logo and consistent branding
- ☐ Clear Call to Action
- ☐ Trademark symbols and product names are accurate
- ☐ Photos, headshot, logos and all links are attached in one email
- ☐ File format is a Word doc or Google Doc (PDFs will not be accepted)
- ☐ Subject line of your email: *Business Name – Editorial Topic*
- ☐ Email all editorial & artwork to [Graphic@BeautyAffairLI.com](mailto:Graphic@BeautyAffairLI.com)  
(This email is only to be used for submitting magazine content)

### Need Help?

We're here to make sure you shine. Don't hesitate to reach out with questions or ideas—this is your space to stand out and share your voice. Let's create something unforgettable!

✉ [Magazine@BeautyAffairLI.com](mailto:Magazine@BeautyAffairLI.com)