



BeautyMatter.

AWARDS / 2025

SUBMISSION GUIDELINES



The BeautyMatter Awards honor the thinkers, makers, and doers in our community whose work pushes boundaries, raises the bar, and defines the future of beauty. Businesses from the entire global beauty ecosystem—from the largest multinationals to high-growth indies, from brands to suppliers—are recognized. Now in its fourth year, the BeautyMatter Awards have become a benchmark for excellence, and the ultimate accolade for businesses operating in beauty everywhere. Your next big achievement starts here.

WHY ENTER?

EXCLUSIVITY

BECOME A MEMBER
OF A COMMUNITY OF
BOLD THINKERS

EXPOSURE

BE SEEN AND
EVALUATED BY
INDUSTRY LEADERS

PUBLICITY

BE FEATURED
EDITORIALLY ON
BEAUTYMATTER

RECOGNITION

GAIN THE
BEAUTYMATTER SEAL
OF APPROVAL

HOW WE'RE DIFFERENT

THERE ARE A LOT OF AWARD PROGRAMS OUT THERE, BUT THE BEAUTYMATTER AWARDS ARE DIFFERENT.

We provide a level playing field for recognition based purely on the merit of the entry. At BeautyMatter, it's not a popularity contest, and you cannot buy your way to a win.

We've designed our entry process and fees to be accessible to organizations large and small. Groups applying for multiple awards will receive a 10% discount on subsequent entries.

Creating value for our BeautyMatter community is our North Star. Premium and Professional Members are entitled to a 10% discount on applications. Please email info@beautymatter.com for your unique discount code.

There are no hidden charges for winners. Once you've paid your entry fee, you are done. Finalists and winners will receive a full suite of marketing tools to share their accomplishment. There are no additional charges for the trophy, winner/finalist seal usage, or awards coverage on the BeautyMatter platform.

This means that the BeautyMatter Awards are a comprehensive annual survey of the best work across the global ecosystem of beauty.



DEADLINES & FEES

1/28 - 2/28:	Early entries (\$499)
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3/1 - 3/28:	Regular entries (\$599)
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3/29 – 4/4:	Late Pricing (\$699)
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4/4:	All entries must be completed online through our event platform by 11:59pm PT. No extensions will be granted.
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4/18:	Product samples must be received by the warehouse.
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6/11:	Finalists will be announced.
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8/4:	Winners will be announced.
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MULTIPLE CATEGORY DISCOUNT:

A 10% discount is applied on all entries beyond the first when submitted and paid together. The system will automatically apply the multiple category discount.

MEMBER DISCOUNT:

Creating value for our BeautyMatter community is our North Star. BeautyMatter Premium and Professional Members are entitled to a 10% discount on applications. Please email info@beautymatter.com for your unique discount code.

REFUND POLICY:

All sales are final and non refundable once an application is submitted.

PACKAGES

FINALISTS' PACKAGE INCLUDES:

The BeautyMatter Awards finalist seal to be used in marketing materials, on your website, on product packaging, etc. Unlike other awards programs, there are no additional fees to use the seal.

Social graphics for use in highlighting your achievement.

WINNERS' AWARD PACKAGE INCLUDES:

The BeautyMatter Awards winners seal to be used in marketing materials, on your website, on product packaging, etc. Unlike other awards programs, there are no additional fees to use the seal.

Social graphics for use in highlighting your achievement.

Exposure in email marketing and on the BeautyMatter website in editorial.

Social media amplification on BeautyMatter's Instagram and/or LinkedIn account.





THE CATEGORIES

AGENCY DESIGN IMPACT INNOVATION
MARKETING PRODUCT RETAIL
SOLUTION PROVIDERS VISIONARIES

AGENCY

AWARD NAME	DESCRIPTION	WHO WHOULD APPLY?
Best Creative Agency	Recognizes agencies responsible for crafting brand strategies and execution of design services.	Creative agencies of any size
Best Digital Agency	Recognizes agencies that provide best-in-class strategic direction, creative design, technical development, and execution for screen-based products and services.	Digital agencies of any size
Best Marketing Agency	Recognizes agencies that excel in strategic thinking, creative execution of marketing initiatives across all platforms, driving brand awareness and revenue.	Marketing agencies of any size
Best Public Relations Agency	Recognizes agencies for developing and executing best-in-class communication strategies across media and content platforms.	Public relations or communication agencies of any size
Best Social Media + Influencer Agency	Recognizes agencies responsible for the development of social media strategies, campaign execution, content creation, and connecting influencers with brands.	Social media and influencer agencies of any size

DESIGN

AWARD NAME	DESCRIPTION	WHO WHOULD APPLY?
Best Ad Campaign *	Recognizes outstanding creativity, design, and execution in advertising campaigns across online and offline mediums.	Design agencies, brands, or retailers
Best Brand Identity	Recognizes design, content, strategy, and execution tied to brand identity, website, packaging design, etc.; can be a business at any stage.	Design agencies, brands, retailers, suppliers
Best Product Collaboration *	Recognizes unique partnerships or collaborations between any two or more brands, businesses, individuals, or organizations.	Design agencies, brands, or retailers
Best Spatial Design	Recognizes unique concept, design, and execution of a permanent physical space, such as a retail store, salon, or spa.	Design agencies, architects, spas, salons, or retailers
Best Product Packaging Design (Brands) *	Recognizes unique concept and execution tied to packaging design including concept, componentry, material selection, and decoration for a finished product; can be a new-to-market brand or relaunch.	Design agencies, brands, or retailers
Best Sustainable Packaging Design (Brands) *	Recognizes unique concept and execution tied to packaging design that address the full lifecycle of the product, carbon footprint, and material selection/reduction; can be a new-to-market brand or relaunch.	Design agencies, brands, or retailers
Best Gift Set Concept *	Recognizes innovative gift sets, advent calendars, and collections that combine creative design, unique product pairings, and exceptional consumer appeal.	Design agencies, brands, or retailers

*This award is for projects launched after Jan 1, 2024.

IMPACT

AWARD NAME	DESCRIPTION	WHO WHOULD APPLY?
Best Impact Initiative	Companies who are involved in the creation, marketing, and selling of beauty and wellness products or services that implement initiatives that provide measurable impact on DEI or ESG.	Brands, retailers, spas, or salons
Best Impact Facilitator	Technology provider (app, platform, SaaS) that provides tools to manage programs, enable transparency, quantify impact, or validate claims related to DEI or ESG initiatives.	Apps, platforms, SaaS
Best Supply Side Impact Initiative	Suppliers that provide goods or services to brands or retailers in the beauty and wellness sector that have rolled out initiatives that provide measurable impact on DEI or ESG.	Manufacturers, suppliers, agencies, or technology solutions
Best Sustainability Breakthrough	Recognizes a pioneering innovation advancing sustainability through materials, processes, or practices that significantly reduce environmental impact.	Manufacturers, suppliers, agencies, or technology solutions.

INNOVATION

AWARD NAME	DESCRIPTION	WHO WHOULD APPLY?
Best Breakthrough Beauty Brand	Recognizes innovation by a beauty brand stemming from the creation of a product/service, consumer engagement, marketing, or design; can be a new brand initiative from an existing brand or a new-to-market brand launch.	Creative agencies, brands, spas, or salons
Best Breakthrough Wellness Brand	Recognizes innovation by a wellness brand stemming from the creation of a product/service, consumer engagement, marketing or design; can be a new brand initiative from an existing brand or a new-to-market brand launch.	Creative agencies, brands, spas, or salons
Best Supplier	Recognizes innovation by businesses that support brands or retailers and creates a meaningful impact in the beauty ecosystem.	Suppliers, manufactures, agencies/consultants, or technology solutions
Best Breakthrough Technology (Supply Side) *	Recognizes the creation of a new technology or the innovative use of existing technology that created a material impact to a part of the beauty and wellness value chain.	Suppliers and manufacturers
Best Breakthrough Technology (Ingredient) *	Recognizes the creation of a new ingredient/technology or innovative use of an existing ingredient/technology associated with the formulation of cosmetic products.	Raw material, ingredient, fragrance, or flavor suppliers
Best Breakthrough Technology (Omnichannel) *	Recognizes the creation of technology (app, platform, SaaS) to enable the execution of omnichannel consumer experiences.	Apps, platforms, or SaaS
Best Breakthrough Packaging (Suppliers) *	Recognizes innovation by companies that create and manufacture packaging; May include componentry for primary and secondary packaging, GWPs, gift sets or sampling.	Packaging suppliers and manufacturers
Deal of the Year *	Recognizes the investors and advisors who have facillitated deals from complex corporate carve-outs to founders raising seed funding and set the standard for the market.	Investment bankers, private equity, venture capital, angel investor, brand portfolio, or strategics
Best Use of Technology (Brands) *	Recognizes the use of technology (app, platform, SaaS) by a brand or retailer to solve a pain point, create an experience, or provide transparency.	Brands, retailers, spa, or salons

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MARKETING

AWARD NAME	DESCRIPTION	WHO WHOULD APPLY?
Best Virtual Activation *	Recognizes unique concept or initiative and its execution creating new immersive experiences, services, and products in the Metaverse/Web3 or gaming platform.	Agencies, brands, retailers, or suppliers
Best Community Engagement *	Recognizes the building, nurturing, and activating communities attached to brands or businesses.	Brands, retailers, agencies, or suppliers
Best Strategic Collaboration *	Recognizes unique relationships, effective partnerships, or initiatives accross the beauty and wellness landscape and value chain.	Brands, retailers, agencies, or suppliers
Best Influencer Campaign *	Recognizes a standout campaign that effectively leverages influencer partnerships to drive brand awareness, engagement, and measurable impact.	Agencies, brands, or retailers
Best Product Launch Campaign *	Recognizes design, content, strategy, and execution tied to a product launch; can be a new-to-market brand or relaunch.	Agencies, brands, or retailers
Best Performance Marketing Campaign *	Recognizes strategy initiative/activation and execution tied to a performance marketing campaign.	Agencies, brands, or retailers
Best New Category Launch *	Recognizes design, content, strategy, and execution tied to a new product category launch.	Agencies, brands, or retailers
Creator of the Year (Nano) *	Honors a nano influencer who has made a significant impact through highly engaged, authentic content, connecting with a niche but loyal audience.	Creators with a following of less than 1,000
Creator of the Year (Micro) *	Recognizes a micro influencer who excels in creating impactful, relatable content that resonates with a targeted, engaged community.	Creators with a following of 1,000 - 100,000
Creator of the Year (Macro) *	Celebrates a macro influencer who demonstrates exceptional reach and influence, creating dynamic content that drives brand awareness and consumer engagement.	Creators with a following of 100,000 - 1M
Creator of the Year (Mega) *	Recognizes a mega influencer with a massive following who consistently shapes trends, drives conversations, and delivers high-impact brand collaborations.	Creators with a following of 1M+
Best Use of Social Media *	Recognizes strategy, initiative/activation, content creation, and execution tied to the use of social media.	Agencies, brands, retailers, or suppliers
Best Content Activation *	Honors a creative and impactful activation that effectively brings content to life, driving audience engagement, brand awareness, and memorable consumer experiences across platforms.	Design agencies, brands, retailers, or suppliers
Best Event *	Recognizes the concept and execution of a digital event, live event, or event series as an extension of a brand or business.	Agencies, brands, retailers, or suppliers
Best Loyalty Program	Honors a standout loyalty program that drives customer engagement, brand loyalty, and repeat business through innovative rewards and experiences.	Brands or retailers

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PRODUCT

AWARD NAME	DESCRIPTION	WHO WHOULD APPLY?
Best Breakthrough Skincare (Scrub/Cleanser) *	Recognizes innovation in a finished scrub or cleanser related to formulation, delivery system, format, use of technology or sustainability.	Brands
Best Breakthrough Skincare (Treatment) *	Recognizes innovation in a finished treatment product related to either formulation, delivery system, format type, use of technology or sustainability.	Brands
Best Breakthrough Skincare (Moisturizer) *	Recognizes innovation in a finished moisturizer related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Skincare (Acne) *	Recognizes innovation in a finished acne product related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Skincare (Tool) *	Honors innovative skincare tools that enhance effectiveness through unique design or technology.	Brands
Best Breakthrough Skincare (Eye/Brow) *	Recognizes innovation in a finished eye or brow product related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Hybrid Product *	Recognizes innovation in a finished hybrid product (any product that is multifunctional or combines efficacies from multiple product categories) related to either formulation, delivery system, new format, use of technology or claims.	Brands
Best Breakthrough Haircare (Shampoo) *	Recognizes innovation in a finished shampoo product related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Haircare (Conditioner) *	Recognizes innovation in a finished conditioner product launched related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Haircare (Treatment) *	Recognizes innovation in a finished haircare treatment product related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Haircare (Styling) *	Recognizes innovation in a finished styling product related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Haircare (Accessory/Tools) *	Recognizes innovation in haircare accessories or tools that enhance the hair styling experience through creative design or functionality.	Brands
Best Breakthrough Haircare (Color) *	Recognizes innovation in a finished coloring product related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Color Cosmetics (Palette) *	Recognizes innovation in a finished palette launched to market related to new format, packaging design, or sustainability.	Brands
Best Breakthrough Color Cosmetics (Complexion) *	Recognizes innovation in a finished complexion product related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Color Cosmetics (Eye/Brow) *	Recognizes innovation in a finished eye or brow product related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Color Cosmetics (Lip) *	Recognizes innovation in a finished lip product launched to market related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Color Cosmetics (Tool) *	Recognizes innovation in a finished color cosmetics tool related to either formulation, delivery system, new format, use of technology or sustainability.	Brands
Best Breakthrough Color Cosmetics (Nail) *	Recognizes innovation in a finished nail product related to either formulation, delivery system, new format, use of technology or sustainability.	Brands

*This award is for products launched after Jan 1, 2024.

RETAIL

AWARD NAME	DESCRIPTION	WHO WHOULD APPLY?
Best Pop-Up *	Recognizes unique concepts from design through execution for a short-term beauty or wellness pop-up retail concept.	Creative agencies, brands, or retailers
Best Retail Activation *	Recognizes unique training, visual merchandising, activations, events or activities carried out by brands to support brick-and-mortar retail partners.	Brands, creative, or retail marketing agencies
Best Service Concept	Recognizes a standalone or chain concept providing beauty and/or wellness services and/or treatments.	Spas, salons, or wellness service providers
Best Indie Retailer	Recognizes an independent online or offline retailer that excels in a unique merchandise assortment and delivers an exceptional customer experience.	Independent retailers, online stores or marketplaces.
Best TikTok Shop	Recognizes a TikTok Shop that successfully leverages the platform to drive sales and engage customers.	Brands, or retailers utilizing TikTok for e-commerce
Best Amazon Storefront	Recognizes an Amazon storefront that effectively showcases products, drives sales, and builds brand awareness.	Retailers, brands, or sellers with a strong Amazon presence

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SOLUTION PROVIDERS

AWARD NAME	DESCRIPTION	WHO WHOULD APPLY?
Best Business Service Provider	Recognizes a business service provider that delivers exceptional support, solutions, and value to industry. Examples inclde law firms, accounting, regulatory, banking etc.	Recognizes a business service provider that delivers exceptional support, solutions, and value to industry. Examples inclde law firms, accounting, regulatory, banking etc.
Best Logistics Solution	Recognizes companies that provide third-party logistics services as outsourced services related to distribution, warehousing, and fulfillment.	Recognizes companies that provide third-party logistics services as outsourced services related to distribution, warehousing, and fulfillment.
Best Ingredient Supplier	Recognizes companies that provide raw material ingredients used in formulating beauty and wellness products; it may include active ingredient, fragrance, flavor or pigment suppliers.	Recognizes companies that provide raw material ingredients used in formulating beauty and wellness products; it may include active ingredient, fragrance, flavor or pigment suppliers.
Best Packaging Supplier	Recognizes companies that create and manufacture packaging; may include componentry for primary and secondary packaging, GWPs, gift sets, or sampling.	Recognizes companies that create and manufacture packaging; may include componentry for primary and secondary packaging, GWPs, gift sets, or sampling.
Best Technology Solution Provider	Recognizes businesses that provide technology to help beauty and wellness companies run their operations more efficiently from sourcing through supply chain to managing and training retail support staff and everything in between.	Recognizes businesses that provide technology to help beauty and wellness companies run their operations more efficiently from sourcing through supply chain to managing and training retail support staff and everything in between.
Best Contract Manufacturing	Recognizes companies that provide services related to the production, formulation, and filling of beauty and wellness products.	Recognizes companies that provide services related to the production, formulation, and filling of beauty and wellness products.

VISIONARIES

AWARD NAME	DESCRIPTION	WHO WHOULD APPLY?
Marketer of the Year	Recognizes a marketing professional who has demonstrated exceptional leadership, creativity, strategic vision, and impact in driving brand growth and engagement.	Executives or consultants
Product Developer of the Year	Recognizes a product developer who has made a significant contribution through innovative product creation, formulation, or design that raises the bar.	Executives or consultants
Investor of the Year	Recognizes an investor who has demonstrated visionary leadership through investments made and their contribution to the industry.	Executives or consultants
CEO of the Year	Recognizes a CEO who has demonstrated visionary leadership and driving the success and growth of their company while fostering a strong culture and strategic direction.	CEOs
CFO of the Year	Recognizes a CFO who has shown exceptional financial stewardship, strategic insight, and leadership in driving company success and managing financial growth.	CFOs
COO of the Year	Recognizes a COO who has excelled in operational leadership, optimizing processes, driving efficiency, and enabling business growth and success.	COOs
Changemaker of the Year	Person who has profoundly changed the business of beauty by bringing about positive change linked to equity, health, climate, or sustainability.	Founders, executives, or investors
Entrepreneur of the Year	An entrepreneur who has built a business that matters through inspired innovations, demonstrated vision, leadership, and success.	Founders
Innovator of the Year	Person who has made meaningful contributions to the business of beauty by pursuing and executing novel thinking, challenging the status quo, and/or using creative problem solving to move the industry forward.	Founders, executives, or investors
Person of the Year	Person who has made an outstanding contribution to the business of beauty and has been a catalyst for the overall advancement of the industry.	*Nominees and winners for this award will be chosen and selected by an internal committee.

THERE ARE A LOT OF BEAUTY
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Good luck!

