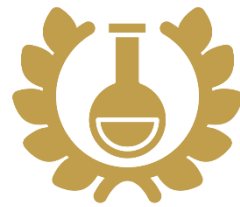


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**IN-COSMETICS
AWARDS**

**2019
Overview**





Dear in-cosmetics events exhibitors,

This document has been designed to give you a full overview of the Awards at in-cosmetics events in **2019** so you can plan, prepare your entries and, of course, maximise your chances of winning!

Do not hesitate to contact us should you have any queries.



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2019 Awards

1. WHAT/WHERE/WHEN (ENTRY DEADLINES)

Type of Awards	in-cosmetics Global Paris, France 2-4 April 2019	in-cosmetics Korea Seoul, South Korea 26-28 June 2019	in-cosmetics Latin America Sao Paulo, Brazil 18-19 Sept 2019	in-cosmetics North America New York, United States, 23-24 Oct 2019	in-cosmetics Asia Bangkok, Thailand 5-7 Nov 2019
Innovation Zone Awards (Ingredients on the Innovation Zone launched within 6 months of the show (Global) or 8 months of the show (all other events))	Actives category (Gold/Silver/Bronze) Functional category (Gold/Silver/Bronze) Entry deadline: 1 February 2019*	Actives category (Gold/Silver/Bronze) Functional category (Gold/Silver/Bronze) Entry deadline: 10 May 2019*	Overall category Actives & Functional (Gold/Silver/Bronze) Entry deadline: 2 August 2019*	Overall category Actives & Functional (Gold/Silver/Bronze) Entry deadline: 9 Sept 2019*	Actives category (Gold/Silver/Bronze) Functional category (Gold/Silver/Bronze) Entry deadline: 20 Sept 2019*
Spotlight On Awards (Formulations of ingredients on the Spotlight On area only)	Not available	Not available	Gold Entries judged at the show	Not available	Gold Entries judged at the show
Sensory Bar & Make-Up Bar Awards (Products featured on the Sensory & Make-Up Bar)	Sensory Bar (Gold/Silver/Bronze) Make-Up Bar (Gold/Silver/Bronze) Entries judged at the show but deadline is: 15 February 2019	Not available	Not available	Sensory Bar (Gold) Make-Up Bar (Gold) Entries judged at the show but deadline is: 9 September 2019	Not available
Green Ingredient Awards (Open to all show exhibitors with products launched within the last two years)	Gold/Silver/Bronze Entry deadline: 1 February 2019*	Not available	Not available	Not available	Not available
Rising Star Awards (Best new exhibitor at the show)	Gold Entry deadline: 1 February 2019*	Gold Entry deadline: 10 May 2019*			

*Places on these features can be booked after the above deadlines but won't be entered into the Awards

Note: The Formulation Challenge is available only at in-cosmetics Global and in-cosmetics North America, but it is only open to competing cosmetic / contract manufacturers. Interested exhibitors can supply ingredients that will be used as part of a mystery box of ingredients (and will be acknowledged as such in all relevant communications). If interested, please contact your local sales agent.

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2019 Awards



2. PROCESS

- ✓ All entries need to be submitted by the given deadline and, where relevant, emailed to the contact supplied at the time of booking
- ✓ **All entries will be judged based on the criteria outlined in “Judging Criteria”**
- ✓ (Independent) judges will be industry experts
- ✓ **In the case of the Innovation Zone Awards, the panel will include up to 3 regulatory experts, 3 marketing experts and 4 formulation experts and different sets of judges will be used for each show**
- ✓ Judges will score entries from 1 to 10
- ✓ **Winners will be those entries with the highest total average score**
- ✓ Innovation Zone Awards: Shortlisted exhibitors (in-cosmetics Global and in-cosmetics Asia only) will be informed two weeks before the show. The shortlist will then be published on the relevant show websites also two weeks before the show
- ✓ **Green Ingredient Awards (in-cosmetics Global only): Shortlisted exhibitors will be informed two weeks before the show. The shortlist will also be published on the show website two weeks before the show**
- ✓ In the case of Innovation Zone Awards and Green Ingredient Awards, the identity of the judges will be revealed at Shortlist stage only and then in the show catalogue
- ✓ **In the case of all other Awards, the identity of the judges will be revealed in the show catalogue**
- ✓ The judges' decision is final
- ✓ **A list of shortlisted entries (where relevant) will be displayed at the relevant shows**
- ✓ Winners will be revealed at the Awards ceremonies and will receive a trophy plus a short justification will be included in the presentation
- ✓ **All winners agree to be interviewed / photographed by official show staff and media wherever requested**
- ✓ Post-show press release to include list of winning entries
- ✓ **Winning entries will receive the relevant Award logo within 1 week of the show**

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3. INNOVATION ZONE AWARDS – JUDGING CRITERIA

Active ingredients

Marketing:

- What marketable claims are there for this material (e.g. in-vivo results)?
- How does this differ to what else is out there?
- How on trend are the key claims?
- How unique are the key claims? How novel/innovative are the key claims?
(Tip: As in-vitro results can't be marketed, this helps the chemist, but not the marketing person. It is therefore important for entries to provide translatable marketing claims, e.g. in-vivo)
- What consumer issue does the material solve, and how is that innovative to what else is on the market?
- How much in demand is the in-vivo result compared to what is already on the market?

Regulatory:

- What regulatory issues does this ingredient solve or what regulatory issues does this ingredient create?
- How marketable are the claims from a regulatory perspective?
- What extra regulatory issues need to be covered or considered with this innovation?

Formulating:

- What formulation issue does this ingredient solve?
- What formulation issue does it create?
- What about large scale manufacturing?
- How innovative is this material compared to what is already on the market (can consider in-vitro and in-vivo)
- What chemistry does it involve within the skin? Note: Green active solutions do tend to rank higher where they provide an innovative performance solution/alternative to a synthetic offering.

Functional Ingredients

Marketing:

- What innovative sensory aspect does this material offer e.g. skin feel, visual?
- How on trend is this sensory aspect?
- What commercially marketable aspect does this material offer e.g. green, sustainability, rural communities, etc?
- How on trend is that commercial aspect?

Regulatory:

- What regulatory issues does this ingredient solve?
- What regulatory issues does this ingredient create?
- How marketable are the claims from a regulatory perspective?
- What extra regulatory issues need to be covered or considered with this innovation?

Formulating:

- What innovative formulation aspect does this material offer e.g. multi-functional?
- Does it offer enhanced stability? Does it offer enhanced manufacturing?
- What formulation solution does it provide?
- How innovative is that formulation solution compared to what is already on the market?
- How much in demand is that formulation solution?

Note: Green active solutions do tend to rank higher where they provide an innovative performance solution/alternative to a synthetic offering



4. SPOTLIGHT ON AWARDS – JUDGING CRITERIA

Marketing:

- Is the sensory aspect innovative?
- Is the product on trend?
- Does the product have a commercially marketable aspects?

Formulating:

- Does this product have an innovative formulation aspect?
- Does it offer enhanced stability?
- Does it provide solutions to current issues?
- Is it innovative? -Is it in demand?
- How would you rate the texture, feel and smell?



5. SENSORY & MAKE-UP BAR AWARDS – JUDGING CRITERIA

- Is the product on trend from a sensory aspect?
- Are the story and the application on trend?
- What is the make-up product's required coverage?
- How unique and suitable is the product form?
- Does it answer a need we didn't realise?
- Do sustainability and/or green credentials feature in the product?
- Is there longevity/wearability/durability in the colour?
- Does the sensory product create an immediate wow factor and/or long lasting pleasure?



6. GREEN INGREDIENT AWARDS – JUDGING CRITERIA

In association with: **ecovía**
INTELLIGENCE

- This Award is given to ingredients that make a significant environmental / social difference in the area of sustainability
- The nominated ingredients should have been launched over the past two years and have current applications in cosmetic products
- Applicants have to prove the environmental and social difference the ingredient makes in terms of sustainability
- Applicants also have to explain how unique their ingredient is



7. RISING STAR AWARDS – JUDGING CRITERIA

- How broad is the exhibitor's offering e.g. range of functional and actives?
- How broad is the offering within their scope?
- How innovative are their offerings across the board (including new launches aspect)
- How "commodity" are their offerings across the board?
- How many sectors of the industry do they suit e.g. small (indie) and large business?
- How solutions-orientated is their product range regardless of innovation?



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2019 Awards



8. CONTACT

Please contact your local sales agent or, alternatively, reach out to the marketing manager for each show:

in-cosmetics Global:

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in-cosmetics Korea:

jihee.han@reedexpo.co.uk

in-cosmetics Latin America:

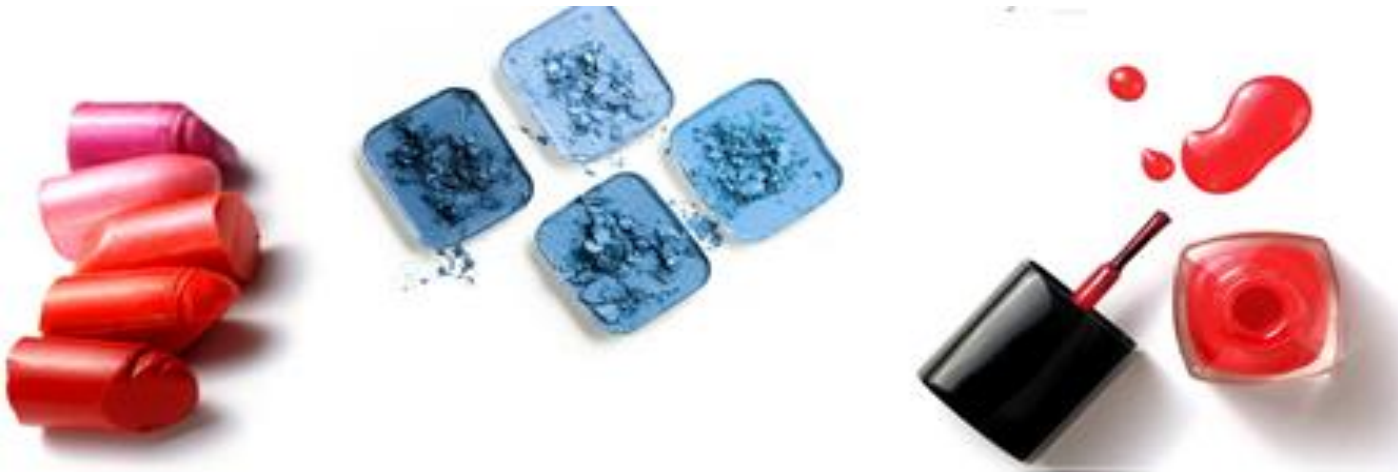
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