

# COSMO BEAUTY AWARDS LATVIA 2017

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**ORGANIZING COMPANY** Cosmo Beauty Awards Latvia 2017 (CBA) is organized by "Agentura Lilita", the publisher of magazine Cosmopolitan under the license issued by Hearst Corp.

## TARGET

The target of CBA is to deliver to consumer's objective information on products available on the beauty market, their usage as well as to increase the overall consumption of cosmetics in the country.

## PARTICIPANTS

Product distributors or producers apply to participation in CBA, their supplied products pretend for the prizes of the event. Every participant has the right to supply unlimited amount of products in any of the categories/nominations/subgroups.

## SYSTEM OF EVALUATION

**Evaluation in CBA is organized in two parts.**

1. All products are evaluated by a professional jury basing in criteria developed by themselves, personal professional experience and knowledge. In each subgroup of each nomination jury chooses the Product Of The Year, except the subgroups in which no products have been supplied. At the same time all products with pictures and short annotations are published on [www.cosmo.lv](http://www.cosmo.lv) where all the Cosmo magazine readers and users of Cosmo Web can vote for their favorite products. The prize "Readers' Sympathy" is earned by one of the Products Of The Year in each nomination chosen by the readers from all the winners of the subgroups.
2. All products separately and independently are evaluated in two main categories – Selective, Mass cosmetics and Eco (Ecocert-certified) cosmetics.
3. An additional prize for the best marketing campaign is granted by the jury formed by the publishing company of the magazine Cosmopolitan.

## PUBLICATION OF CBA

The results of CBA are published in separate addition which will be outspread with November issue of Cosmopolitan and Lilit (lv) magazine, and also in Lilit (ru) november issue. This issue of the magazine is perceived as an ultimate guide to the cosmetics market of the year.

## PRIZES

All Products of The Year which also receive the Readers Sympathy will receive prizes, the right to use the Readers Sympathy logo on their packaging and marketing materials. Those Products Of The Year not receiving the Readers Sympathy will get the right to use the logo of CBA 2017 in their marketing and on the packaging.

## PARTICIPATION FEE

The participation fee for every product supplied for evaluation is 95 €. No volume discounts apply. The deadline of the payment is 07.07.2017., unpaid participation is cancelled and the products are not published for the voting.

## APPLICATION

The application is done by filling the attached Application Form for each of the supplied products and sending together with 5-8 samples of the product to the advertising department of the publishing house before 03.07.2017.

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## CATEGORIES

- A. MASS COSMETICS
- B. SELECTIVE COSMETICS
- C. ECO COSMETICS
- D. PHARMACY COSMETICS

## NOMINATIONS

### 1. Face make up:

- a. Best foundation
- b. Best concealer
- c. Best bronzer
- d. Best face powder
- e. Best blush

### 2. Eye make-up:

- a. Best mascara
- b. Best eye shadow
- c. Best liquid eyeliner/pencil eyeliner
- d. Best eyebrow makeup

### 3. Lip make-up:

- a. Best lipstick
- b. Best lip gloss
- c. Best lip pencil

### 4. Skin care face:

- a. Best daily cream
- b. Best night cream
- c. Best BB/CC cream
- d. Best eye cream
- e. Best serum
- f. Best face mask
- g. Best blemish control
- h. Best eye make-up remover/cleanser
- i. Best lip balm
- j. Best peeling

### 5. Anti-Ageing face:

- a. Best anti-ageing daily cream
- b. Best anti-ageing night cream
- c. Best anti-ageing serum
- d. Best anti-ageing eye cream

### 6. Body care:

- a. Best body cleanser
- b. Best body peeling

### c. Best body oil

- d. Best body moisturizer
- e. Best anti cellulite solution
- f. Best hand cream
- g. Best foot treat
- h. Best nail polish
- i. Best nail strengthening treatment
- j. Best toothpaste
- k. Best deodorant

### 7. Hair care:

- a. Best shampoo/conditioner
- b. Best hair mask/leave in treatment
- c. Best hair color
- d. Best hair spray
- e. Best hair serum
- f. Best hair styling product

### 8. Sun protection/self tanning:

- a. Best sun protection for face/body
- b. Best after sun for face/body
- c. Best body/face self tanner

### 9. Cosmetic products for men

- a. Best face cream
- b. Best body wash
- c. Best shampoo/conditioner
- d. Best shaving/aftershave solution
- e. Best fragrance
- f. Best deodorant

### 10. Scents

- a. Best fragrance for women

### 11. Best face/body/hair device

### 12. Best beauty product campaign