

PROFESSIONAL

BEAUTY PRODUCT

of the year

2024



## Professional Beauty Product of the Year 2024

Professional Beauty Product of the Year is a competition in which suppliers supplying the professional market (beauty professionals) and participating in the Beauty Trade Special trade fair can participate.

There are six categories in which a prize can be won:

1. Facial care
2. Body care
3. Green cosmetics
4. Make-up
5. Hand and foot care
6. Equipment

### Participation regulation

Participation in Professional Beauty Product of the Year costs €450 per product (excluding VAT). This includes 2 tickets to the \*gala awards evening on Sunday 21 April 2024.

- The product is supplied to the beauty professional (beautician, skin therapist, make-up artist, nail stylist, pedicurist, et cetera).
- The supplier will be at the Beauty Trade Special trade fair from 6 to 8 April 2024.
- Submitted products may not be copies of already existing products. As a participant, you also sign for this.
- Cosmetic products must comply with the rules set out in the Cosmetics Regulation and the Cosmetic Products Commodities Act Decree ([see further explanation here](#)).
- Products in the Green Cosmetics category must be certified. Indicate with whom they are certified and certificate must be enclosed.
- Are you producing or importing a cosmetic product for the 1st time? Then you need to submit a notification to the Cosmetic Products Notification Portal ([see the explanation from the central government here](#)).
- One product can be registered per category per brand.
- The product must be (relatively) new and not be on the market until after 1 May 2023 or be launched during the Beauty Trade Special 2024 trade fair.
- Registration must reach the organisation by Friday, February 9, 2024.
- All entries are first assessed to see if they meet the entry requirements. If a product does not comply then it cannot participate.

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*Please note that for the purpose of judging, the product with completed assessment criteria should be delivered in 8-fold to:*

Beauty Trade Professionals  
Tav Maddy Weide  
p/a Zwanenbalg 1723  
1788 ZG Julianadorp

The package should be delivered by Friday 9 February 2024. Please note, send entry form by e-mail to [info@beautytradeprofessionals.nl](mailto:info@beautytradeprofessionals.nl) and enclose in 8-fold with product. The organiser will distribute this to the judges. The exception is the Equipment category.

#### Equipment

They should demonstrate their product during the judging meeting but should provide the entry form with the accompanying information. For all, make sure the entry form is clear and as complete as possible. The date for jury meeting will follow later.

#### Product in the Spotlight on the show floor

- One product will be made available for, or in, the presentation area of the Column Gallery. This applies to all entries. If the product does not fit in a showcase then a photo of the product will be supplied which the organisation will then place.
- The entry must be accompanied by a product description of no more than 120 words. This description will be placed with the product on the exhibition floor.
- The products must be present on the suppliers' stands where the visitor can test, feel, experience or get an explanation about the product.

#### Award for best product 'Professional Beauty Product of the Year'

The prize is a handsome award and a lot of free publicity in the (trade) press. \*The winners of the Professional Beauty Product of the Year competition will be announced during the festive evening of the Beauty Award 2024, the professional competition for beauticians. During this spectacular gala evening, you can count on a welcome drink with amuse bouche, a luxurious 3-course dinner including drinks, a full evening's entertainment programme, a smashing after-party and, of course, the presentation of the awards.

#### Professional jury

A professional jury will judge all entries. One winner is chosen per category. The jury signs a confidentiality agreement regarding the judging and the outcome.