

PROFESSIONAL

BEAUTY PRODUCT

of the year

2024



## REGISTRATION FORM

### PROFESSIONAL BEAUTY PRODUCT OF THE YEAR 2024

Name company	
Name brand	
Name product	
Exhibitor booth number	
Product launch date	
Category <i>(tick what applies)</i>	<input type="checkbox"/> Facial care <input type="checkbox"/> Body care <input type="checkbox"/> Green cosmetics <input type="checkbox"/> Make-up <input type="checkbox"/> Hand and foot care <input type="checkbox"/> Equipment

**Product description: up to 120 words. We will use this text for the product cards at the fair.**

Company Name:

Exhibitor signature:

Name:

Function:

Place:

Date:

.....

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Your entry will be judged on various aspects by the expert jury. It is therefore important that the jury gets as good and complete picture of your product as possible. It is therefore important that your entry is completed carefully, completely and with attention.

To give the jury sufficient input, we ask you to answer all the questions below briefly and concisely with clear substantiation and any -examples and proof- material. The questions are divided into five focus areas: brand, product, product content, target group and packaging.

### *Brand:*

**1. How was the brand created? From what driving force?**

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**2. What is your vision and mission of the brand (not about the submitted product)?**

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**3. What makes your brand and/or company vision distinctive (not about the submitted product)?**

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*Product:*

**4. In one sentence, describe the product to be submitted**

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**5. Why is the product innovative (substantiate with examples or analysis)?**

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**6. Why is it better than similar products in the market? Or are there none?**

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**7. What are the USPs (Unique Selling Points) of the product (add evidence)?**

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**8. What is the price/quality ratio?**

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*Product contents:*

**9. What workable substances is the product composed of?**

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**10. Which of these substances have a focus?**

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**11. How should the product be used/applied?**

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*Target group (salons):*

**12. Why should salons work with this product?**

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**13. How is the target group reached (which channels do you use, which marketing activities, training, the more detailed the better. Preferably accompanied by support material)?**

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**14. Is it suitable for both salon and home use?**

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*Packaging:*

**15. Why was this packaging chosen?**

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**16. Is the packaging user-friendly?**

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**17. Can you explain the look and feel of the product?**

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**18. What is the distinctiveness of the packaging?**

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*Elevator pitch:*

**19. Why should this product win the Professional Beauty Product of the Year Award?**

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