

BALTIC BEAUTY AWARDS – A Celebration of Innovation and Excellence in the Beauty Industry



Organizes: **Baltic Beauty 2025**

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ebeauty.lv
www.e-beauty.lv

WHAT IS BALTIC BEAUTY AWARDS?



The **BALTIC BEAUTY AWARDS** is a prestigious recognition program initiated by the **BALTIC BEAUTY** fair in collaboration with Latvia's leading beauty industry platform, **E-Beauty.lv**.

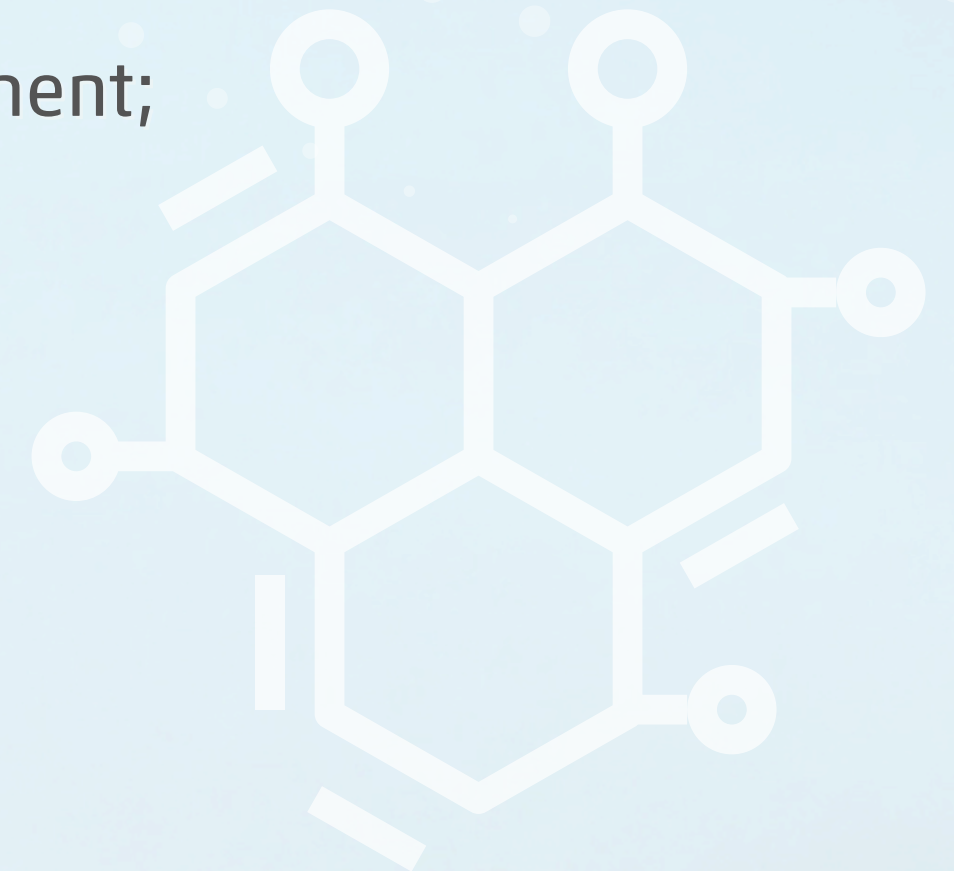
This **award** has been established to honour the **most innovative and sustainable products in the beauty sector**—those redefining the standards of skincare, haircare, and body care. We recognize brands and businesses that introduce **groundbreaking formulations** to the Baltic market, set new industry trends, and drive the evolution of beauty standards across the region.



WHERE DOES INNOVATION LIE?

The **BALTIC BEAUTY AWARDS** highlights cutting-edge technologies and unique solutions in the beauty industry. Innovation includes:

- The use of **biotechnology** and **advanced** active ingredients;
- **Sustainable, natural**, and **eco-friendly** formulations;
- **Anti-aging** cosmetics enhanced with **nanotechnology** and **innovative** compounds;
- **Advanced methods** and **treatments** for skin rejuvenation and enhancement;
- Modern and innovative **technologies in hair coloring and care**;
- **Products tailored** to various skin and hair types;
- Innovative **packaging design** and product **formats**.



BALTIC BEAUTY AWARDS

CATEGORIES



**BEST INNOVATIVE
SKINCARE FORMULA**



**BEST INNOVATIVE
HAIRCARE FORMULA**



**INNOVATION BY
BALTIC BRAND**

WE INVITE COMPANIES TO PARTICIPATE!

If your product is more than just cosmetics or tools – if it represents true innovation in the beauty industry—then we invite you to take part in the BALTIC BEAUTY AWARDS.

This is a unique opportunity to promote your brand, showcase your product to a wide audience, strengthen your company's reputation, and gain recognition from both professionals and consumers.

**Apply now and become part of the innovation story
shaping the future of the beauty industry in the Baltics!**

Please note: **only participants of the Baltic Beauty 2025** fair are eligible to enter the competition.



NOMINEE BENEFITS

- Cosmetic products will be showcased and highlighted at the Baltic Beauty 2025 fair.
- Participation in a specially designed stand featuring product samples and descriptions.
- Publications on the websites **BalticBeauty.lv/BalticBeautyAwards** and **e-beauty.lv/BalticBeautyAward**, presenting all nominees and announcing the winners.
- Video presentations displayed on fair screens.
- Special nominee/winner badges and stickers for product stands and packaging.
- Festive awards ceremony held during the fair.
- Features on all nominees in Latvia's leading beauty industry portal **E-Beauty.lv**.
- Media and social media promotion across various Latvian platforms.
- Participants are granted the right to use the BALTIC BEAUTY AWARDS certificate and stickers on their website, in-store, salon, product packaging, and more.



JURY

100%
of the jury's evaluation



Editor-in-chiefs
of Latvia's leading
beauty magazines



Industry
experts



Professional chemists
and cosmetic formulation
developers



Audience Award



Audience voting
on social media

PARTICIPATION TERMS

Applications for the BALTIC BEAUTY AWARDS are open from June 25 to September 10, 2025, and must be submitted electronically via the website: **BalticBeauty.lv/BalticBeautyAwards**

To apply, each participant must submit:

- **Product for demonstration/testing**
(5 samples for the jury + 1 for fair display);
- **A product description** (maximum two A4 pages or 3,500 characters), including full INCI list, an explanation of the product innovative features, and its effects;
- **1 to 4 high-quality product images.**

RECOMMENDED!

A 2-minute (max.) **video presentation of the product**
(for fair screens and the E-beauty.lv portal).

Submission of the video is mandatory for finalists, who will be contacted by the organizers by October 10, 2025.



RECOMMENDED!
*Short reels/stories videos
for pre-event promotions.*



PARTICIPATION FEES

Application fee per product

Until

July 31

= € 150 + VAT

From **August 1**

to **September 10**

= € 190 + VAT

DISCOUNTS



2 products

10 % off



3 products

15 % off



4 or more products

20 % off





APPLY FOR THE AWARDS

BalticBeauty.lv/BalticBeautyAwards