

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



Organizes: **Baltic Beauty 2026**

SKAISTUMA PASAULE
ebeauty.lv
www.e-beauty.lv

WHAT IS BAL TIC BEAUTY AWARDS?



The **BAL TIC BEAUTY AWARDS** is a prestigious recognition program initiated by the **BAL TIC 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.

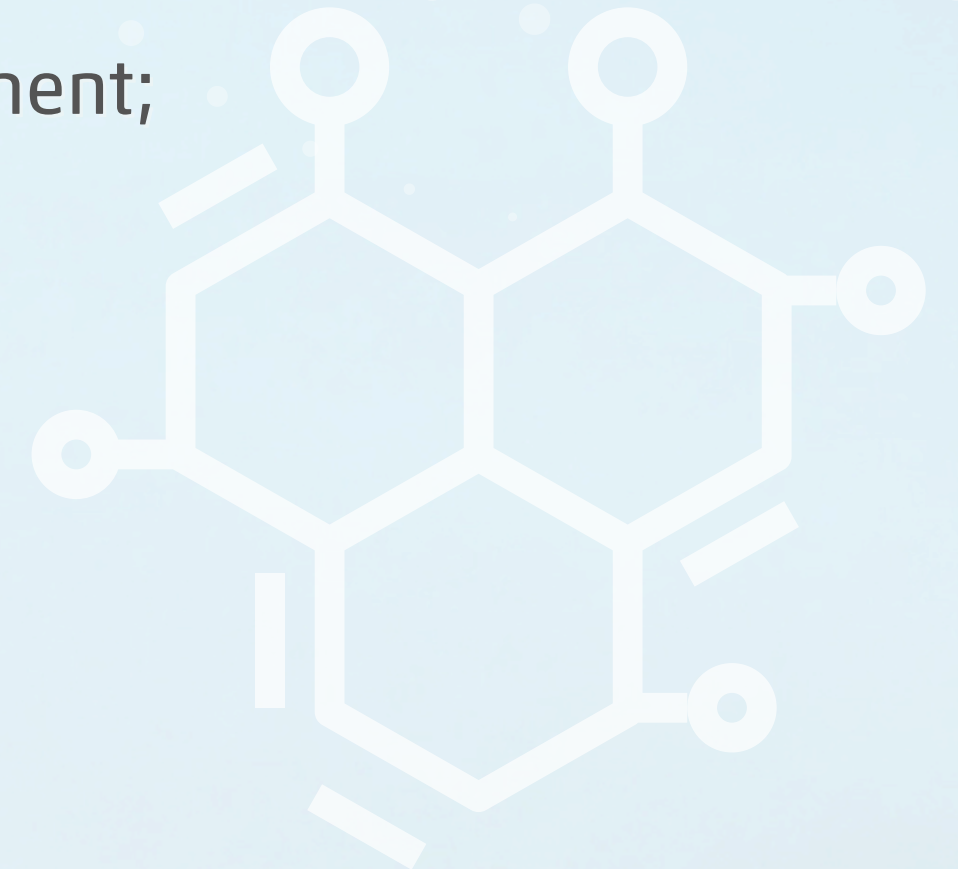


WHERE DOES INNOVATION LIE?



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



**Consumer
product**



**Professional
product**



BEST INNOVATIVE HAIRCARE FORMULA



**Consumer
product**



**Professional
product**



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 2026** fair are eligible to enter the competition.



NOMINEE BENEFITS

- Cosmetic products will be showcased and highlighted at the Baltic Beauty 2026 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 on November 6th.
- 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 April 24 to August 31st, 2026, 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**

Essence of Innovation and Efficacy (under 800 characters)

General Description (in Latvian and English under 3500 characters)

Full Ingredient List (INCI)

- **1 to 4 high-quality product images**

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

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 21, 2026.



PARTICIPATION FEES

Application fee per product

Until
July 31
= € 150 + VAT

From **August 1**
to **August 31**
= € 190 + VAT



DISCOUNTS



2 products
10 % off



3 products
15 % off



4 or more products
20 % off





APPLY FOR THE AWARDS

BalticBeauty.lv/BalticBeautyAwards

More:   @balticbeautyawards