

Showcase the Best Products to the World!
Innovation and Excellence Award in the Beauty Industry
Baltic Beauty Awards 2026

REGULATIONS

The *Baltic Beauty Awards* are organized by the International Exhibition Company BT 1 (SIA "BT 1") in cooperation with Latvia's beauty industry information portal E-Beauty.lv (SIA "Skaistumpasaule").

The *Baltic Beauty Awards* (hereinafter – the Competition) is a product quality competition within the beauty industry, which in public communications is positioned as an innovation and excellence award (short version – innovation award). The Competition is open to any cosmetics manufacturer or distributor from the European Union participating in the *Baltic Beauty 2026* exhibition. Participants must be officially registered as a manufacturer or distributor of cosmetics or beauty equipment in their country.

The Competition will be held in two stages: from April 24 to August 31, 2026, exhibition participants may submit their products for evaluation. By October 21, the finalists will be announced—no more than fifteen (15) highest-rated products in each category. From among the finalists receiving the highest scores (with a maximum of 170 points obtainable from each jury member), three laureates will be selected in each category (gold, silver, and bronze award winners). The winners will be announced on **November 6, 2026**, at the *Baltic Beauty 2026* exhibition at the Kipsala Exhibition Centre in Riga, Latvia.

The ***Baltic Beauty Awards*** place a strong emphasis on innovative technologies and unique solutions within the beauty industry. Innovation may include:

- The application of biotechnology and advanced active ingredients
- The use of sustainable and environmentally friendly formulations
- Smart cosmetic products with a personalized approach
- Anti-aging cosmetics enhanced with nanotechnology and advanced formulations
- Progressive methods for skin rejuvenation and improvement
- Modern and innovative technologies in hair colouring and care
- Products tailored to different skin and hair types
- Innovative packaging design and product formats

Professional products involving elevated risk or requiring specific professional qualifications, certification, or additional training are not eligible for the Competition.

Such products include, but are not limited to:

- Injectable products (e.g., mesotherapy, biorevitalization, and other invasive solutions);
- Substances used in medical or aesthetic procedures administered through invasive methods;
- Specialized equipment (e.g., laser devices, high-energy systems, and other professional-grade technological equipment);
- Professional chemical hair treatment products (e.g., hair dyes, bleaching agents, perming and chemical straightening products);
- Any other products whose safe and proper use requires specialized training or certification.

Only products that do not require mandatory professional certification or invasive procedures for their use are eligible for the Competition.

Products may be submitted to the Competition in the following **three categories** and subcategories:

- 1. Innovation by Baltic brands**
- 2. Best innovative hair care formula**
 - Mass-market product
 - Professional product
- 3. Best innovative skin care formula**
 - Mass-market product
 - Professional product

Definition of Subcategories:

Mass-market product: A product intended for end consumers for home use, freely available in retail or e-commerce.
Professional product: A product intended for use in a professional environment (beauty salons, clinics, treatment rooms) or requiring professional knowledge, training, or specialized equipment.

By completing the application form and submitting a product for evaluation, the participant must specify the nature of the innovation, its effects, the full product composition, and other relevant parameters (see Clause 3.3). This ensures that experts are able to conduct a comprehensive and detailed product assessment.

1. General Terms of Participation in the Competition

- 1.1. The Participant must have registered economic activity within the European Union, and the product must be notified in the EU Cosmetic Product Notification Portal (CPNP).
- 1.2. The company's operations must comply with all applicable legal and regulatory requirements.
- 1.3. The Participant must conduct business in one of the European Union Member States.
- 1.4. If the product is commercially available, the composition of the product submitted to the Competition must be identical to that of the product available on the market.

2. Implementation of the Competition

- 2.1. For a category to be evaluated, at least one registered application must be submitted in that category. If, by the final registration date, no applications have been received for a category, that category will be cancelled.
- 2.2. Each participant may submit no more than five (5) products per category. A maximum of **50 products** will be accepted in each category. If the number of registered products exceeds 50, applications will be accepted on a first-come, first-served basis, according to the date and time of submission.
- 2.3. **No more than six (6) highest-rated products in each category will advance** to the Competition final.
- 2.4. Each submitted product will receive guaranteed **publicity** through:
 - The Competition's *Instagram* account @balticbeautyawards;
 - The beauty industry information portal e-BEAUTY.lv;
 - BalticBeauty.lv/BalticBeautyAwards.
- 2.5. Each finalist product must provide a product video (up to 2 minutes), which will be displayed at the Innovation Stand in the exhibition centre foyer, and in the event of winning, on the Main Stage during the awards ceremony. The video may also be used for promotional and advertising purposes.
- 2.6. Each participant may submit a product video (up to 2 minutes), which, from the moment of product receipt until the *Baltic Beauty 2026* exhibition, may be published (Stories, Reels) on the social media channels of the E-beauty.lv portal and the Competition's *Instagram* account.
- 2.7. All finalists will receive **special stickers** to enhance their exhibition displays. Winners will be awarded official prize labels, which may be used on product packaging and in marketing materials.
- 2.8. All finalist products will be exhibited at a **dedicated Innovation Stand** located in the foyer of the exhibition centre.
- 2.9. All Competition finalists will be published on BalticBeauty.lv/BalticBeautyAwards by October 20. Winners will be officially announced and awarded on November 6 at the *Baltic Beauty 2026* exhibition on the Main Stage in Hall No. 2 (Kipsala Exhibition Centre, Riga, Latvia). The exact time will be confirmed one month prior to the awards ceremony.

3. Submission of Products to the Competition

- 3.1. Products for expert evaluation must be delivered between **June 1 and August 31**. The required quantity is at least **six (6)** units per product (5 for jury evaluation, 1 for display at the Innovation Stand).
Delivery options: to the E-Beauty office (SIA "Skaistumpasaule", Timoteja iela 1, Riga, Skaistuma telpa "Alor", marked "Beauty Baltic Award" nomination, contact phone: +371 26002118); or via courier ("Omniva", "Latvijas Pasts", "DPD" or "Venipak" to Skaistuma telpa "ALOR", Timoteja iela 1, Riga); or parcel lockers ("Omniva" or "DPD" parcel locker "MOLS").
- 3.2. All products must be submitted **physically in full, unopened packaging**. If products are very small or limited in quantity per package, multiple units must be provided. It should be noted that each category jury may consist of up to five members, and each jury member must be able to perform a proper evaluation, including assessment of packaging and overall presentation.
- 3.3. To apply for the Competition, a separate application must be submitted for each product electronically via the official form on: BalticBeauty.lv/BalticBeautyAwards
 - Category name;
 - **Subcategory name;**

- Product name;
- Product manufacturer or distributor;
- Description of the nature and effect of the innovation – up to 800 characters (including spaces);
- Product description in Latvian and English – up to 3,500 characters (including spaces) per language (one A4 page), including instructions for use;
- Full product composition (INCI, preferably with concentrations);
- Product retail price or price range;
- 1–4 high-quality product images (JPG, PNG).

By signing the application form, the applicant agrees to the public use of product images and assumes responsibility for the accuracy of all submitted materials and the originality of the images. The participant must hold the necessary rights to all visual and video materials submitted to the Competition organizers.

The Competition organizer reserves the right to use product images for marketing purposes, including on social media, in media publications, and in advertising materials.

3.4. Each product shipment submitted to the Competition must include a completed accompanying document, which will be provided in the participation registration confirmation email.

3.5. Only products for which the participation fee has been paid will be accepted into the Competition:
 Until July 31: €150 + VAT
 From August 1 to August 31: €190 + VAT

Discounts! 2 products – 10 %, 3 products – 15 %, 4 or more products – 20 %.

Payment details:

SIA "Skaistumpasaule", reg. 40103301863
 VAT reg No LV40103301863,
 Reg. address: Strēlnieku 9–12a, Rīga
 Office address (product delivery address): Timoteja 1, Skaistuma telpa "Alor", Rīga, LV-1050
 Bank: Swedbank Latvija,
 Account: LV52HABA0551028598852
Reference: "Baltic Beauty Awards" competition, number of products

All product-related publications will commence only after receipt of payment, in order of payment confirmation.

4. Competition Jury and Evaluation

- 4.1. Products are evaluated in the condition in which they are received by the Competition organizers.
- 4.2. All submitted products are assessed by an expert jury composed of professionals from the Baltic States and international experts. The Competition organizers do not participate in the evaluation process in order to prevent any conflict of interest.
- 4.3. The expert evaluation period runs **from September 7 to October 15**.
- 4.4. The jury evaluates all products based on pre-defined, standardized criteria, including relevance, innovation, ingredient quality, ease of use, sensory properties, and others (see Appendix 1 for full evaluation criteria).
- 4.5. Prior to submission for evaluation, the Competition organizer reserves the right to reject a product if it is determined that the product lacks complete ingredient information; the submitted composition does not correspond to the information indicated on the product packaging; the product does not meet the fundamental innovation criteria. In such cases, five (5) products intended for expert evaluation will be returned, 70% of the application fee will be refunded, and all related publications on the *Baltic Beauty Awards* platforms will be removed.
- 4.6. The list of evaluation criteria is attached to these Regulations and is provided to each jury member together with every product. Each product is evaluated independently, and scores are calculated separately regardless of the number of products submitted in a category, as products are not directly compared against one another. The highest-rated products within each category are awarded prize placements and distinctions.
- 4.7. Each expert's evaluation results are recorded electronically on the website balticbeautyawards.lv.
- 4.8. Up to fifteen (15) products receiving the highest total scores will be declared winners in-the overall Competition ranking.
- 4.9. All Competition participants will receive a certificate of participation.

4.10. The jury's decision is final and not subject to appeal.

5. Participation Fee and Submission of Registration Application

5.1. The registration application must be completed and submitted electronically at: www.BalticBeautyAwards.lv by **August 31 at 23:59**.

5.2. An invoice for the participation fee will be sent by email following receipt of the registration confirmation. The participation fee must be paid within five (5) days of invoice issuance.

5.3. Payment details are provided in Clause 3.5.
Until **July 31**: €150 + VAT
From **August 1 to August 31**: €190 + VAT
Applicable discounts:
2 products – 10% discount
3 products – 15% discount
4 products and more – 20 %

6. Competition Evaluation

6.1. The evaluation process will take place from **July 1 to October 15, 2026**.

Delivery: to the *E-Beauty* office by prior arrangement (SIA "Skaistumpasaule", Timoteja iela 1, Rīga, Skaistuma telpa "Alor", marked "Baltic Beauty Award" nomination, information by phone: (+371)26002118), or via courier ("Omniva", "Latvijas pasts", "DPD" or "Venipak" by delivering to this address: Skaistuma telpa "ALOR", Timoteja iela 1, Rīga), or parcel locker ("Omniva" or "DPD" parcel locker "MOLS").

6.2. Products will be evaluated individually, without discussion among jury members. The evaluation period for a single product may last up to one month.

6.3. Finalist products will be displayed at the Innovation Stand during the *Baltic Beauty* exhibition from November 6 to November 8, 2026.

7. Top-Rated Products and Awards

7.1. The three highest-rated products in each category will receive the *Baltic Beauty Awards 2026* award, diploma, and official designation (1st place – gold, 2nd place – silver, 3rd place – bronze), which may be used on product packaging. The designation will be available in digital format.

7.2. The list of finalists will be published on the exhibition website:

BalticBeauty.lv/BalticBeautyAwards and in the portal E-beauty.lv/BalticBeautyAwards.

7.3. The winners will be announced on **October 31** at the exhibition and published on:

BalticBeauty.lv/BalticBeautyAwards and in the portal E-beauty.lv/BalticBeautyAwards

7.4. The highest-rated products will be showcased at a dedicated media event promoting the *Baltic Beauty 2026* exhibition, where media representatives will also be introduced to the finalists.

8. Evaluation Results

8.1. Upon request, within one month, participants may receive the jury's evaluation results with scores.

8.2. The jury's decision is final and not subject to appeal.

9. Exhibition of Evaluated Products

9.1. Original finalist products will be displayed at a dedicated Innovation Stand in the foyer of the Exhibition Centre during *Baltic Beauty 2026* from November 6 to November 8. The exhibition will be accessible to all visitors, including media representatives and industry professionals.

10. Contact Information

Additional information about the Competition can be obtained from the organizers by emailing: info@e-beauty.lv with the subject line "Baltic Beauty Awards".

11. Amendments

The Competition organizer reserves the right to amend these Regulations, informing participants via official Competition platforms, social media, and websites: Balticbeauty.lv/balticbeautyawards and e-beauty.lv/balticbeautyawards.

12. Final Provisions

12.1. Legal information provided in applications will not be disclosed to third parties and will be used solely for participant registration and communication purposes. Product information may be used for promoting the

Competition and its participants.

12.2. By participating in the Competition, participants consent to the use of submitted photographs for promotional purposes related to the product and the participant, without requiring additional consent.

Appendix 1.

Competition Evaluation Criteria (criterion and its description for assessment)

Product innovation	Uniqueness, modern and advanced technology, new formula, new packaging format
Relevance	Product alignment with current beauty trends and target audience needs
Commercial success potential	Sales potential or market demand, ability to meet market needs, competitiveness
Innovation potential	The ability of the innovation to solve a problem or improve existing products
Ingredient quality (INCI)	Quality and concentration of active ingredients, synergy of components, absence of conflicting substances, safety and absence of harmful chemicals, presence of clinical testing, environmental friendliness
Environmental friendliness and sustainability	Use of ecological ingredients, biodegradable packaging, recyclable or reusable packaging, environmentally friendly use
Ease of use	Easy and convenient use, ergonomic packaging
Sensory properties	Consistency, fragrance, absorption, sensations during use, pleasant scent, alignment with the product's intended purpose
Sensory experience during use	Comfortable application, tactile feel, skin or hair response during use, consistency of response with the claimed effect, durability of the product's performance
Results after use	Visible or tangible effects after use, confirmation of manufacturer claims, qualitative improvements in skin or hair condition, durability of results after repeated use
Safety and hypoallergenicity	Absence of irritation and allergic reactions during testing, suitability for sensitive skin, consideration of potential risks, appropriate warnings
Design and visual appeal	Packaging appearance, attractiveness, suitability for the product, originality, innovation in packaging design
Informational support	Availability and quality of instructions, labelling, description of composition and effects, availability and quality of video materials, etc.
Value for money	Appropriateness and justification of the product price