

Show the world your best products!
Baltic Beauty Awards 2025
Beauty industry innovation and excellence award

RULES

Organisers of the Baltic Beauty Awards are BT1 International Expo Company (SIA BT1) and national beauty industry news portal E-Beauty.lv (SIA *Skaistumpasaule*).

Baltic Beauty Awards is a beauty industry competition that assesses the quality of products, referred to in publicity materials as Innovation and Excellence Award, also shortened to Innovation Award. Competition is open to producers and dealers of beauty and cosmetic products from all over European Union (EU) who have registered for the Baltic Beauty 2025 as exhibitors. Exhibitors must also hold national registration for producers and dealers of cosmetic and beauty instruments.

Competition is organised in two stages. Exhibitors will be allowed to register their products for competition until 10 September 2025, and competition finalists – the six best entries in each category – will be announced on 15 October. Three top places (gold, silver and bronze) in each of the categories will be decided among six finalists or products that have received the highest score. Each judge can award a maximum of 170 points. Winners will be announced during the Baltic Beauty 2025 trade fair on 31 October at the Ķīpsala International Expo Centre, Riga, Latvia.

Baltic Beauty Awards has been created in appreciation of innovative technologies and unique beauty industry solutions. Innovations in the following areas:

- Biotechnologies and use of active ingredients
- Sustainable and green formula
- Smart cosmetic products for personalised care
- Cosmetics with anti-ageing components enriched with nano technologies and innovative formulas
- Advanced skin rejuvenation and treatment
- Modern and innovative hair colouring and care technologies
- Products suitable for different skin and hair types
- Innovative packaging design and product shape

Products can be registered in any of the three competition categories:

1. Most innovative skincare formula
2. Most innovative haircare formula
3. Baltic brand innovation

When filling the application form and submitting the product for competition, exhibitors/participants must provide a description of the innovative nature of the product, its benefits, full list of ingredients and other key characteristics listed under Section 3.3. This information will be used by experts for comprehensive assessment of the product.

1. General requirements for entry

- 1.1 Exhibitors/participants must be registered enterprises from the European Union, and product must be certified in the country of registration.
- 1.2 Exhibitor's company must comply with all applicable laws and regulations.
- 1.3 Company must have active business in one of the European Union member states.
- 1.4 If a product is authorised for the market, competition entry must contain the same ingredients as the marketed product.

2. Competition procedures

- 2.1 Categories are valid only if there is at least one registered product. If there are no registered entries in the specific category on the last day of the registration, category is cancelled.
- 2.2 Each exhibitor/participant can enter no more than 5 products in the same category. The limit of entries in each of the categories is 50 products. If number of registered products in the same category shall exceed 50 entries, the cut-off shall be decided based on the date and time of application, in order of submission.
- 2.3 Competition finals will be formed of maximum six products that have scored the highest in the category.
- 2.4 Each of the registered products will be featured in publications on the national beauty industry news portal E-BEAUTY.lv and BalticBeauty.lv/BalticBeautyAwards.

- 2.5 Products selected for the finals in their category will have to be accompanied by dedicated product video of up to 2 minutes. This video will be played at the Innovation Stand in the Lobby of the Expo Centre, on the Main Stage during the award ceremony if product wins, and also used for publicity and marketing.
- 2.6 Exhibitors/participants may submit up to 2-minute long videos about their competition entries and they will be posted onto *E-beauty.lv* social media accounts (stories, reels) and competition *Instagram* account for the whole period between product registration and Baltic Beauty 2025 trade fair.
- 2.7 All competition finalists will receive special stickers that can be displayed/added to their exhibition space design. Winners of the competition will receive special category labels that can be used on the product packaging or marketing materials.
- 2.8 Special Baltic Beauty Innovation Stand, located in the Lobby of the Expo Centre, will display all products from the finals.
- 2.9 BalticBeauty.lv/BalticBeautyAwards is a website where all competition finalists will be announced by 15 October. Winners of the competition will be announced and awarded on **31 October, during the Baltic Beauty 2025 trade fair, on the Main Stage in the Pavillion 2** (Kipsala Expo Centre, Riga, Latvia). Specific time will be announced one month prior to the award ceremony.

3. Competition registration

- 3.1 Products for the expert judges need to be submitted from **25 June to 10 September**. Number of units of product: at least **6** (5 for judges, one for Innovation Stand).
Delivery: to *E-Beauty* offices (SIA "Skaistumpasaule", Timoteja iela 1, Riga, Alor beauty space, marked for *Beauty Baltic Award* nomination, phone: +371 2600 2118) or via courier service (Omniva, Latvijas pasts, DPD or Venipak, to ALOR beauty space, Timoteja iela 1, Riga), or parcel machine (Omniva or DPD parcel machine at MOLS).
Products with suitable best before date and storage requirements can be shipped from **25 June 2025**.
- 3.2 All products must be submitted **in containers that are full and unpackaged**. If product is small or package contains smaller doses, exhibitors/participants are required to provide several packages. This is necessary because each category will be assessed by up to 5 judges and each of them needs a sufficient sample to make the necessary tests, which also include assessment of packaging and overall appearance.
- 3.3 To register for the competition, exhibitors/participants need to **send application** form for each product **in digital format** (digital application form is available online at: BalticBeauty.lv/BalticBeautyAwards with
 - name of category
 - name of product
 - product manufacturer or dealer
 - product description in Latvian and English. Description in each language shall not exceed one A4 page (3,000 characters maximum), including full list on ingredients according to INCI, information about the innovative nature and effect of the product
 - product market price or price range
 - 1-4 professional grade photos of each product (JPG, PNG)

By signing the application form, exhibitor/participant agrees to use of product images for publicity and will be held liable for integrity of provided information and authenticity of photo images. Exhibitors/participants are required to hold rights to all visual and video content provided to competition organisers.

Organisers can use product images for marketing purposes, including social and other media, and advertising.

- 3.4 Products registered for competition must be submitted together with a completed competition entry document that will be sent to exhibitors/participants in a registration confirmation e-mail.
- 3.5 Registration of products for competition becomes valid only after payment of entry fee:
before 31 July: €150 + VAT
1 August – 10 September: €190 + VAT

Discount: register 2 products for 10% off, 3 products for 15% off, and 4 or more products for 20% off.

Bank details:

SIA "Skaistumpasaule", Reg. No.: 40103301863
PVN reg. No.: LV40103301863,
Legal address: Strēlnieku 9-12a, Riga
Office (for delivery of products): Timoteja 1, Alor beauty space, Riga, LV-1050
Bank: Swedbank Latvia,
IBAN: LV52HABA0551028598852
Details: Baltic Beauty Awards competition, product quantity

Any product-related publicity will be provided after payment of entry fee, in order of registration.

4. Competition judges and judging criteria

- 4.1 Products will be assessed by judges in the shape that they have been submitted to competition organisers.
- 4.2 Products will be assessed by expert judges, professionals of beauty industry from the Baltic and other countries. To guarantee impartiality, organisers will take no part in judging of the competition.
- 4.3 Judges will assess competition entries according to the same criteria agreed in advance: trendiness, innovation, ingredient quality, convenience, sensory characteristics and so on (detailed description of criteria on page 5).
- 4.4 List of assessment criteria is annexed to these Rules and provided to all judges together with competition product. The aggregated total score from judges is calculated separately for each product, irrespective of the number of entries in given category – products are not compared against each other. The highest-scoring entries in all categories will be awarded as winners and will receive prizes.
- 4.5 The overall competition will be won **by up to nine products** that have scored the highest.
- 4.6 All exhibitors/participants will receive certificates of participation.
- 4.7 Decisions of the jury are final.

5. Entry fees and registration procedures

- 5.1 Application form must be filled out and submitted in digital format to *BalticBeauty.lv/BalticBeautyAwards* by **23:59 on 10 September**.
- 5.2 Registration invoice will be e-mailed after the registration confirmation e-mail. Entry fee payment must be transferred no later than 5 days after the receipt of the invoice.
- 5. Bank details for the registration payment are provided in Section 3.5:
 - before **31 July**: €150 + VAT
 - 1 August – 10 September**: €190 + VAT
- Register 2 products for 10% off.
- Register 3 products for 15% off.
- Register 4 products or more for 20% off.

6. Competition judging

- 6.1 Competition entries will be assessed **from 10 July until 15 October 2025**.
Delivery: to *E-Beauty* offices with prior notification about convenient time (SIA "Skaistumpasaule", Timoteja iela 1, Riga, Alor beauty space, marked for *Beauty Baltic Award* nominations, phone: +371 2600 2118), or via courier services (Omniva, Latvijas pasts, DPD or Venipak to ALOR beauty space, Timoteja iela 1, Riga), or parcel machines (Omniva or DPD parcel machines at MOLS).
- 6.2 Judges will score the products independently without consulting each other. Assessment of one product may take up to 1 month.
- 6.3 Products that will qualify for the final round of the competition, will be displayed publicly at the Innovation Stand during the Baltic Beauty 2025 trade fair on 31 October – 2 November.

7. Highest-scoring competition products and prizes

- 7.1 Three highest-scoring products in each category will receive Baltic Beauty Awards 2025 prize, certificate and label (gold for the 1st place, silver for the 2nd place, bronze for the 3rd place). Winners will be able to use these labels on their packaging. Label is also available in digital form.
- 7.2 Competition finalists will be announced on Baltic Beauty webpage: *BalticBeauty.lv/BalticBeautyAwards* and *E-beauty.lv* portal: <https://e-beauty.lv>.
- 7.3. Competition winners will be announced on 31 October and posted on the Baltic Beauty webpage: *BalticBeauty.lv/BalticBeautyAwards* and *E-beauty.lv* portal: <https://e-beauty.lv>.
- 7.4 Highest-scoring competition entries will be displayed at the Baltic Beauty 2025 media publicity event aimed at introducing competition finalists to media.

8. Competition results

- 8.1 Exhibitors/participants of the competition will be able to request competition jury scores for one month after the competition.
- 8.2 Decisions of the jury are final.

9. Exhibition of highest-scoring products

- 9.1 Originals of the products selected for the final round of the competition will be displayed in the special Innovation Stand in the Lobby of Ķīpsala Expo Centre during the Baltic Beauty 2025 trade fair on 31 October to 2 November. Products will be open to general public and professional visitors like media and industry professionals.

10. Contacts

Please contact the competition organisers for additional information regarding the competition. Send your e-mail to *info@e-beauty.lv*, subject: Baltic Beauty Awards.

11. Amendments

Organisers have the right to make amendments in the Competition Rules and shall notify exhibitors/participants of such modifications via competition websites, social media and webpages: *Balticbeauty.lv/balticbeautyawards* and *https://e-beauty.lv/balticbeautyawards*.

12. Closing provisions

- 12.1 Legal details provided in the registration application form shall not be disclosed to third parties and used only for exhibitor/participant registration and communication purposes. Product information will be used in marketing materials focusing on competition and exhibitors/participants.
- 12.2 By entering into the competition exhibitors/participants agree that photos submitted for the competition will be used in marketing of products and exhibitors/participants without additional permission of the exhibitor/participant.