

in-cosmetics®

World leading events
for personal care ingredients



IN-COSMETICS
AWARDS

2020
Overview





Dear in-cosmetics events exhibitors,

This document has been designed to give you a full overview of the Awards at in-cosmetics events in **2020** so you can plan, prepare your entries and, of course, maximise your chances of winning!

Do not hesitate to contact us should you have any queries.

The in-cosmetics Team

Contents

1. What / where / when (entry deadlines)
2. Process
3. Innovation Zone Awards - Judging Criteria
4. Spotlight On Awards - Judging Criteria
5. Sensory Bar & Make-Up Bar Awards - Judging Criteria
6. Green Ingredient Awards - Judging Criteria
7. Rising Star Awards - Judging Criteria
8. K-Beauty Formulation Award - Judging Criteria
9. Contact

1. WHAT/WHERE/WHEN (ENTRY DEADLINES)

Type of Awards	in-cosmetics Global Barcelona, Spain 31 March -2 April 2020	in-cosmetics Korea Seoul, South Korea 17-19 June 2020	in-cosmetics Latin America Sao Paulo, Brazil 16-17 Sept 2020	in-cosmetics North America Secaucus, NJ, United States, 21-22 Oct 2020	in-cosmetics Asia Bangkok, Thailand 3-5 Nov 2020
Innovation Zone Awards (Ingredients on the Innovation Zone launched within 6 months of the show (Global) or 8 months of the show (all other events))	Actives category (Gold/Silver/ Bronze) Functional category (Gold/Silver/ Bronze) Entry deadline: 3 February 2020*	Actives category (Gold/Silver/ Bronze) Functional category (Gold/Silver/ Bronze) Entry deadline: 1 May 2020*	Overall category Actives & Functional (Gold/Silver/ Bronze) Entry deadline: 3 August 2020*	Overall category Actives & Functional (Gold/Silver/ Bronze) Entry deadline: 7 Sept 2020*	Actives category (Gold/Silver/ Bronze) Functional category (Gold/Silver/ Bronze) Entry deadline: 18 Sept 2020*
Spotlight On Awards (Formulations of ingredients on the Spotlight On area only)	Not available	Not available	Gold/Silver/Bronze Entry deadline: 3 August 2020*	Not available	Gold Entries judged at the show
Sensory Bar & Make-Up Bar Awards (Products featured on the Sensory & Make-Up Bar)	Sensory Bar (Gold/Silver/ Bronze) Make-Up Bar (Gold/Silver/ Bronze) Entries judged at the show but deadline is: 14 February 2020	Not available	Not available	Sensory Bar (Gold) Make-Up Bar (Gold) Entries judged at the show but deadline is: 7 September 2020	Not available
Green Ingredient Awards (Open to all show exhibitors with products launched within the last two years)	Gold/Silver/ Bronze Entry deadline: 7 February 2020*	Not available	Not available	Not available	Not available
Rising Star Awards (Best new exhibitor at the show)	Gold Entry deadline: 7 February 2020*	Not available			
K-Beauty Formulation Award (NEW) (K-Beauty Inspiration displays)		Entries judged at the show but deadline is: 1 May 2020			

*Places on these features can be booked after the above deadlines but won't be entered into the Awards

Note: The Formulation Challenge is available only at in-cosmetics North America, but it is only open to competing cosmetic / contract manufacturers. Interested exhibitors can supply ingredients that will be used as part of a mystery box of ingredients (and will be acknowledged as such in all relevant communications). If interested, please contact your local sales agent.



2. PROCESS

- ✓ All entries need to be submitted by the given deadline and, where relevant, emailed to the contact supplied at the time of booking
- ✓ **All entries will be judged based on the criteria outlined in “Judging Criteria”**
- ✓ (Independent) judges will be industry experts
- ✓ **In the case of the Innovation Zone Awards, the panel will include up to 3 regulatory experts, 3 marketing experts and 4 formulation experts and different sets of judges will be used for each show**
- ✓ Judges will score entries from 1 to 10
- ✓ **Winners will be those entries with the highest total average score**
- ✓ Innovation Zone Awards: Shortlisted exhibitors (in-cosmetics Global and in-cosmetics Asia only) will be informed two weeks before the show. The shortlist will then be published on the relevant show websites also two weeks before the show
- ✓ **Green Ingredient Awards (in-cosmetics Global only): Shortlisted exhibitors will be informed two weeks before the show. The shortlist will also be published on the show website two weeks before the show**
- ✓ In the case of Innovation Zone Awards and Green Ingredient Awards, the identity of the judges will be revealed at Shortlist stage only and then in the show catalogue
- ✓ **In the case of all other Awards, the identity of the judges will be revealed in the show catalogue**
- ✓ The judges' decision is final
- ✓ **A list of shortlisted entries (where relevant) will be displayed at the relevant shows**
- ✓ Winners will be revealed at the Awards ceremonies and will receive a trophy plus a short justification will be included in the presentation
- ✓ **All winners agree to be interviewed / photographed by official show staff and media wherever requested**
- ✓ Post-show press release to include list of winning entries
- ✓ **Winning entries will receive the relevant Award logo within 1 week of the show**

3. INNOVATION ZONE AWARDS – JUDGING CRITERIA

Active ingredients

Marketing:

- What marketable claims are there for this material (e.g. in-vivo results)?
- How does this differ to what else is out there?
- How on trend are the key claims?
- How unique are the key claims? How novel/innovative are the key claims?
- (Tip: As in-vitro results can't be marketed, this helps the chemist, but not the marketing person. It is therefore important for entries to provide translatable marketing claims, e.g. in-vivo)
- What consumer issue does the material solve, and how is that innovative to what else is on the market?
- How much in demand is the in-vivo result compared to what is already on the market?

Regulatory:

- What regulatory issues does this ingredient solve or what regulatory issues does this ingredient create?
- What extra regulatory issues need to be covered or considered with this innovation?

Formulating:

- What formulation issue does this ingredient solve?
- What formulation issue does it create?
- What about large scale manufacturing?
- How innovative is this material compared to what is already on the market (can consider in-vitro and in-vivo)
- What chemistry does it involve within the skin? Note: Green active solutions do tend to rank higher where they provide an innovative performance solution/alternative to a synthetic offering.

Functional Ingredients

Marketing:

- What innovative sensory aspect does this material offer e.g. skin feel, visual?
- How on trend is this sensory aspect?
- What commercially marketable aspect does this material offer e.g. green, sustainability, rural communities, etc?
- How on trend is that commercial aspect?

Regulatory:

- What regulatory issues does this ingredient solve?
- What regulatory issues does this ingredient create?
- How marketable are the claims from a regulatory perspective?
- What extra regulatory issues need to be covered or considered with this innovation?

Formulating:

- What innovative formulation aspect does this material offer e.g. multi-functional?
- Does it offer enhanced stability? Does it offer enhanced manufacturing?
- What formulation solution does it provide?
- How innovative is that formulation solution compared to what is already on the market?
- How much in demand is that formulation solution?
- Note: Green active solutions do tend to rank higher where they provide an innovative performance solution/alternative to a synthetic offering



4. SPOTLIGHT ON AWARDS – JUDGING CRITERIA

Marketing:

- Is the sensory aspect innovative?
- Is the product on trend?
- Does the product have a commercially marketable aspects?


Formulating:

- Does this product have an innovative formulation aspect?
- Does it offer enhanced stability?
- Does it provide solutions to current issues?
- Is it innovative? -Is it in demand?
- How would you rate the texture, feel and smell?

5. SENSORY & MAKE-UP BAR AWARDS – JUDGING CRITERIA

- Is the product on trend from a sensory aspect?
- Are the story and the application on trend?
- What is the make-up product's required coverage?
- How unique and suitable is the product form?
- Does it answer a need we didn't realise?
- Do sustainability and/or green credentials feature in the product?
- Is there longevity/wearability/durability in the colour?
- Does the sensory product create an immediate wow factor and/or long lasting pleasure?

6. GREEN INGREDIENT AWARDS – JUDGING CRITERIA

In association with: 

- This Award is given to ingredients that make a significant environmental / social difference in the area of sustainability
- The nominated ingredients should have been launched over the past two years and have current applications in cosmetic products
- Applicants have to prove the environmental and social difference the ingredient makes in terms of sustainability
- Applicants also have to explain how unique their ingredient is

7. RISING STAR AWARDS – JUDGING CRITERIA

- How broad is the exhibitor's offering e.g. range of functional and actives?
- How broad is the offering within their scope?
- How innovative are their offerings across the board (including new launches aspect)
- How "commodity" are their offerings across the board?
- How many sectors of the industry do they suit e.g. small (indie) and large business?
- How solutions-orientated is their product range regardless of innovation?

8. K-BEAUTY FORMULATION AWARD (NEW) – JUDGING CRITERIA

Marketing:

- Is the sensory aspect innovative?
- Is the product on trend?
- Does the product have a commercially marketable aspects?

Formulating:

- Does this product have an innovative formulation aspect?
- Does it offer enhanced stability?
- Does it provide solutions to current issues?
- Is it innovative? -Is it in demand?
- How would you rate the texture, feel and smell?



9. CONTACT

Please contact your local sales agent or, alternatively, reach out to the marketing manager for each show:

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