

# PURE BEAUTY GL 2023 BAL AWARDS

25 MAY 2023 | VIRTUAL EVENT

CELEBRATING  
THE BEST IN  
**GLOBAL  
BEAUTY**



## ABOUT THE AWARDS

The Pure Beauty Global Awards gives brands the chance to stand out in the busy beauty market and build customer trust. Whether you are actively creating beauty products or promoting a recent beauty launch, these awards are for you.

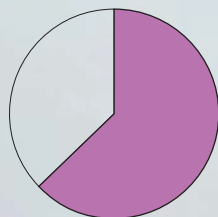
This year's event is back with 30 awards to be entered into covering 10 categories across the beauty and personal care industry. With thousands of previous winners including new and established brands, the awards are the most coveted and widely recognised out there.

## WHY ENTER?

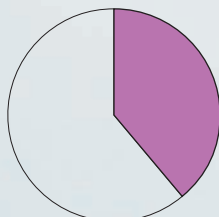
**IF YOU ARE A FINALIST**, your product will be featured in the April issue of *Pure Beauty* magazine, reaching more than 80,000 people through its digital publication.

**IF YOU ARE A WINNER**, you will receive all of the above as well as benefiting from even more exposure by being featured in the winners issue of *Pure Beauty* magazine. In addition, winners also receive online coverage on cosmeticsbusiness.com (2 million unique visitors per year).

## AWARD WINNING BUSINESSES SEE\*...



**63%  
INCREASE  
IN INCOME**



**39%  
GROWTH  
IN SALES**

\*Source: Best Business Awards





## HOW THE PROCESS WORKS

### ENTRY PHASE

17 November – 10 February 2023

Head to [purebeautyglobalawards.com](https://purebeautyglobalawards.com) to enter your most innovative products launched into a new geographical market between January 2022 - January 2023.

### FINALISTS

16 February – 6 April 2023

The *Pure Beauty* editorial team meticulously filters through all entries and selects the finalists, announced on 6 April 2023.

### JUDGING

13 April 2023

The internationally renowned judging panel come together to vote for their winners in each category. The judging criteria is based on a product's usability, effectiveness, unique selling points, packaging, functionality and innovation.

### RESULTS

25 May 2023

The winners will be announced through our virtual awards ceremony streamed globally. Winners will also be featured in the winners issue of *Pure Beauty* magazine and online at [cosmeticsbusiness.com](https://cosmeticsbusiness.com).



## HOW TO ENTER

Entries are placed online via the entry form and will not take long to submit.

Follow these simple steps:

1. Visit [purebeautyglobalawards.com](https://purebeautyglobalawards.com) and review the entry criteria
2. Select your categories
3. Complete the entry form and upload product images
4. Pay for entry immediately upon submission in order for your entry to be counted

To be eligible for entry, products should have launched into at least one new geographical market between January 2022 – January 2023.



Scan here to enter.



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## YOU'VE GOT TO BE IN IT TO WIN IT

For any enquiries, please contact the team at [purebeauty@hpcimedia.com](mailto:purebeauty@hpcimedia.com) or call +44 (0) 207 193 6701.

