



Lilit BEAUTY AWARDS 2019

Already for the ninth year, the most popular glossy magazine in Latvia creates the most reliable and important guide to the world of beauty and determines cosmetic trends in the country. **Lilit BEAUTY AWARDS** enables beauty products to prove their excellence in 4 different categories, with over 90 nominations. A professional jury and thousands of Lilit and Лилит readers are looking for the best of the best, from budget purchases to luxury brands. The products are evaluated according to product quality, originality, packaging, design, innovation and consumer experience. The jury consists of well-known women, the best dermatologists, make-up artists, hairdressers, magazine editors and other industry professionals.

All products are published in magazines Lilit and Лилит, as well as on www.beautyawards.lv, where the readers of the magazine vote for their favorite products for several months.

The winners of the **Lilit BEAUTY AWARDS** are announced in an elegant GALA ceremony and in a special printed brochure distributed as an supplement to the magazines Lilit and ЛИЛИТ in November. The winners also receive the right to use the **Lilit BEAUTY AWARDS** 2019 logo for marketing.

Experience shows that the LBA winner's logo on packaging or promotional material guarantees a significant increase in product sales.



Lilit
BEAUTY
AWARDS
2019!





Lilit BEAUTY AWARDS 2019 Regulations 1/2

Organizer

Lilit Beauty Awards Latvia 2019 (LBA) is organized by Magazine Publishing House Lilita, which publishes magazines Lilit and Лилит.

The aim

The aim of the LBA is to provide consumers with as objective an assessment as possible of the products available on the cosmetics market, how to use them, and to promote the overall use of cosmetics in the country.

Applicants

Products that are distributed by their distributors or manufacturers are eligible for LBA prizes. Each applicant has the right to apply for an unlimited number of products in any of the categories / nominations / subgroups.

Evaluation system

The LBA is evaluated in two parallel stages.

1. The products submitted are evaluated by a professional jury on the basis of its own criteria, personal professional experience and knowledge. In each nomination subgroup, the jury determines the Product of the Year except for the subgroups in which no product has been submitted or the products submitted have not been sufficiently convincing for the jury.

2. In parallel, all submitted products with pictures and short descriptions are published on the portal www.beautyawards.lv, where readers of the magazine can vote for Readers' Crush. In each nomination, Readers' Crush receives one of the Products of the Year of all Subgroups that have received the most votes.

Each product is ranked in one of four categories:

- A. Selective
- B. Consumer (Mass)
- C. Eco (labeled with ECOcert)
- D. Cosmetics for pharmacies (sold in pharmacies)

Nominations 14 (Procedures) and 15 (Gadgets) are not divided into categories.

In addition the award for Best Marketing is given by the publishing team, taking into account the criteria of advertising intensity, creativity and efficiency. You do not have to apply for this nomination separately.

Timetable

Stage	Term
Product application (form, description, picture)	26.07.2019.
Delivery of product samples (6 pieces) to the publisher	02.08.2019.
Product Publication and voting on www.beautyawards.lv and magazines	07.08.2019.-25.10.2019.
Award Ceremony	30.10.2019.
LBA catalog release, distribution with Lilit and Лилит November issues.	7.11.2019.

LBA publication

The results of the LBA are published in the November issue of Lilit and Лилит in a separate magazine supplement-catalog. At least one page will be assigned to each nomination. All Products of the Year will be published in the catalog, but the Readers' Crushes will be highlighted by a special sign - a kiss. The LBA catalog will become the year's most important guide to the cosmetics market.

Awards

LBA Products of the Year will be awarded with commemorative prizes and diplomas, and will be entitled to use the LBA logo on their packaging, POS and promotional materials. LBA Readers' Crushes will be rewarded with commemorative prizes and diplomas, as well as the right to use the LBA Readers' Crush logo (kiss) on their packages, POS and promotional materials. The brand whose marketing will be recognized as the best in 2019 will receive three pages of advertising free in Lilit or Лилит 2020. Membership fees Participation fee for each product submitted is 95 eur. Depending on the total number

Number of products	Discount
2-4 products	10%
5-9 products	15%
10-14 products	20%
15 and more products	25%

Application

The application must be made in three steps:

1. By completing the application form for each product separately, adding the product description in Latvian and Russian (for publication on the voting page) and product image in print quality (file size at least 1 MB) and sending it to e-mail lba@lilita.lv until 26.07.2019. (one product per email).
2. supplying 6 samples of each of the products to the address: Žurnālu izdevniecība Lilita, Merķeļa iela 21, LV1050, Rīga, until 02.08.2019. labeled «Lilit Beauty Awards».
3. Paying according to the invoice issued until 31.07.2019. Unpaid product applications are not evaluated and published.

The jury

The products applied for by the LBA are tested and the winners of each nomination are determined by a professional jury composed of:

Kristine Rudzinska,
Magazine Publishing House Lilita,
fashion and Beauty Editor
Lauma Valeine, Doctor-Dermatologist
Ludmila Stavro-Freiberga,
Doctor-Beautician
Dita Lurina, Actress
Lelde Cerina, TV and Event Host
Natalia Olesika, Radio Host
Anna Rozīte, TV Host
Jana Kozlova, Make-up Artist
and Beauty Blogger
Natalia Rivoenko,
Hairdressing Specialist and Teacher
Kristaps Slakteris, Coiffeur, Prizewinner
of Hairdressing art Contests, Creative Director
Dāvis Sakne, Editor-in-Chief
of SIN magazine



Lilit BEAUTY AWARDS 2019 Regulations 2/2

Categories

- A. Consumer (Mass)
- B. Selective
- C. Eco (labeled with ECOcert)
- D. Cosmetics for pharmacies
(sold in pharmacies)

Nominations

1. Facial Makeup:

- a. The best powder cream
- b. The best concealer
- c. The best bronzer
- d. The best powder
- e. The best blush
- f. The best highlighter or illuminator
- g. The best setting spray
- h. The best make up base or primer
- i. The best contouring product
- j. The best color corrector
- k. The best moisturizing setting spray
- l. Best mattifying wipes
- m. The best visual correction product for inflamed skin

2. Eye make-up

- a. The best mascara
- b. The best eye shadow
- c. The best eye shadow base
- d. Best eyeliner / eyeliner pencil
- e. Best eyebrow product
- f. Best decorative elements
- g. Best fake eyelashes / eyebrows

3. Lip makeup

- a. Best lipstick / lip lacquer
- b. The best lipstick base
- c. The best lip-gloss
- d. The best lip balm
- e. The best lip pencil

4. Body makeup

- a. The best BB cream for the body
- b. Best liquid "Tights"
- c. The best body make up product
- d. The best body contour/ illuminator
- e. The best stick on products for the body

5. Facial skin care

- a. The best day cream
- b. The best night cream
- c. Best BB / CC cream
- d. The best eyelash / eyebrow growth / care product
- e. The best eye cream
- f. Best eye patches
- g. The best serum
- h. The best face mask
- i. Best tencil mask
- j. The best moisturizing spray
- k. The best anti-inflammatory beauty product
- l. The best micellar water
- m. The best eye / face makeup remover
- n. The best facial cleanser
- o. Best facial peel
- p. The best lip care product
- q. Best moisturizing wipes
- r. The best beauty ampoules
- s. The best food supplements / vitamin complex for facial skin improvement

6. Anti-Aging beauty products

- a. The best anti-aging day cream
- b. The best anti-aging serum
- c. The best anti-aging eye cream
- d. The best anti-aging neck and décolleté cream
- e. The best anti-aging body cream
- f. The best anti-aging face contour product
- g. The best anti-aging face mask
- h. Best night product (cream, serum, mask, etc.)
- i. The best anti-aging vitamins or nutrients

7. Body care products

- a. Best Body Wash
- b. The best body peel
- c. The best bath foam / oil
- d. Best body oil
- e. The best body cream / milk
- f. The best breast skin care product
- g. The best anti-cellulite product / body shape enhancer
- h. The best razor
- i. The best post-epilating product
- j. The best anti-cellulite product
- k. The best body contour restorer
- l. The best foot drain cream
- m. Best hand / foot scrub
- n. The best hand cream

- o. The best foot cream
- p. The best nail polish
- q. The best cuticle oil
- r. Best bb nail color
- s. The best nail strengthening product
- t. The best hair removal tool
- u. The best toothpaste
- v. The best deodorant
- w. The best product for traumatized skin
- x. The best food supplements for body drainage and anti-cellulite
- y. The best anti-aging vitamins / nutrients for nail strengthening and growth

8. Hair care and styling products

- a. The best shampoo
- b. The best dry shampoo
- c. The best balm
- d. The best hair mask
- e. The best hair color
- f. The best hair polish
- g. The best hair serum
- h. The best hair styling product
- i. The best hair growth product
- j. The best remedy for damaged hair
- k. The best hair shine
- l. The best Toner (Washable)
- m. The best hair growth couch
- n. The best hair styling tool
- o. The best head / skin regeneration agent
- p. The best haircut coat
- q. The best night product
- r. The best food additives for hair beauty and growth

9. Sun protection cosmetics / self-tanning products

- a. The best anti-aging sun protection cream
- b. The best tanning cream for the body
- c. The best tanning cream for the face
- d. The best cream / milk after sunbathing
- e. The best facial self-tan
- f. The best body self-tan
- g. The best sunscreen for hair
- h. The best SOS mask after sunbathing
- i. The best sun tan enhancement coat
- j. The best sunscreen - spray
- k. The best food supplement/vitamins before sun

10. Men's cosmetics

- a. The best face cream
- b. The best body wash
- c. The best shampoo / balm
- d. The best shaving agent

- e. The best after shave
- f. The best deodorant

11. SPA cosmetics

- a. The best facial care product
- b. The best body care product
- c. The best bath cosmetics
- d. The best hair care product

12. Fragrances

- a. The best celebrity perfume / fragrance / toilet water for women
- b. The best celebrity perfume / fragrance / toilet water for men
- c. The best perfume for women
- d. The best perfume for men
- e. The best niche perfume
- f. The best perfume design
- g. The best legendary perfume
- h. The best body care products with fragrance

13. Adolescent cosmetics

- a. The best body wash
- b. The best bathing product
- c. The best skin care product
- d. The best facial care product
- e. The best decorative cosmetic palette
- f. The best coat for problem skin
- g. The best product for skin care in cold weather
- h. The best lip balm
- i. The best hair care product
- j. The best hair washing product
- k. The best coat for protection from the sun
- l. The best sun care product
- m. The best remedy for skin injuries

14. Procedures

- a. The best anti-aging cosmetic procedure for the face
- b. The best anti-aging cosmetic treatment for the body
- c. The best spa treatment for the face
- d. The best spa treatment for the body
- e. The best moisturizing procedure for the face
- f. The best body correction procedure
- g. The best hand care ritual
- h. The best foot care ritual
- i. The best Eco beauty treatment for the face
- j. The best Eco beauty treatment for the body
- k. The best ritual for hair care
- l. The best whitening system for teeth

15. Gadgets

- a. The best technical aid in beauty care