

# CATEGORY: *Beauty*

## STANDARD QUESTIONS WITH EACH AWARD IN THIS CATEGORY

Who or what are you Nominating?

Your website url

Provide a short Video explaining why your nomination is a worthy winner. Get creative, share you story, your why you do what you do, and what makes you or your business unique!

Is there anything more you would like to share that we haven't covered? Is there anything you think we need to know that is important to your business or brand?

Have you been nominated or won other Industry awards?

## **BEST SPA SKINCARE**

What makes your brand stand out in the crowd?

What or who inspired you to launch your range?

What is your sustainability ethos?

What training do you provide to help your customers get optimal results with your products, service or equipment?

How do you monitor for quality control? What systems do you have in place (if any) for ongoing business improvement?

What's your favourite product in your range and why?

Do you provide your customers with any marketing support? E.g. ideas, incentives or periodic promotions?

Explain your brand growth since launch.

Do you utilise Ethical Packaging? Explain your packaging and environmental impact.

Do you provide samples for your clients? Any therapist Incentives? Please describe.

Do you invest in product development?

Describe the key ingredients & their efficacy or your range?

Describe your client base or target market. And how are you reaching these?

Do you have any sustainability or environmental certifications?

Can you share Client Testimonials?

*Beauty*

## **BEST COSMETIC RANGE**

What or who inspired you to launch your range?

What makes your brand stand out in the crowd?

What is your sustainability ethos?

What training do you provide to help your customers get optimal results with your products, service or equipment?

How do you monitor for quality control? What systems do you have in place (if any) for ongoing business improvement?

What's your favourite product in your range and why?

Do you provide your customers with any marketing support? E.g. ideas, incentives or periodic promotions?

Explain your brand growth since launch.

Do you utilise Ethical Packaging? Explain your packaging and environmental impact.

Do you provide samples for your clients? Any therapist Incentives? Please describe.

Do you invest in product development?

Describe the key ingredients & their efficacy or your range?

Describe your client base or target market. And how are you reaching these?

Do you have any sustainability or environmental certifications?

Can you share Client Testimonials?

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## **BEST HAIR CARE**

What's your favourite product in your range and why?

What makes your brand stand out in the crowd?

What is your sustainability ethos?

What or who inspired you to launch your range?

What training do you provide to help your customers get optimal results with your products, service or equipment?

How do you monitor for quality control? What systems do you have in place (if any) for ongoing business improvement?

Do you provide your customers with any marketing support? E.g. ideas, incentives or periodic promotions?

Explain your brand growth since launch.

I confirm to meet the minimum requirements and am eligible to enter the Travel, Wellness & Spa Awards for this category.

Do you utilise Ethical Packaging? Explain your packaging and environmental impact.

Do you provide samples for your clients? Any therapist Incentives? Please describe.

Do you invest in product development?

Describe the key ingredients & their efficacy or your range?

Describe your client base or target market. And how are you reaching these?

Do you have any sustainability or environmental certifications?

Can you share Client Testimonials?

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## **BEST SUSTAINABLE BEAUTY OR BODY PRODUCT**

What's your favourite product in your range and why?

What makes your brand stand out in the crowd?

What is your sustainability ethos?

What or who inspired you to launch your range?

What training do you provide to help your customers get optimal results with your products, service or equipment?

How do you monitor for quality control? What systems do you have in place (if any) for ongoing business improvement?

Do you provide your customers with any marketing support? E.g. ideas, incentives or periodic promotions?

Explain your brand growth since launch.

I confirm to meet the minimum requirements and am eligible to enter the Travel, Wellness & Spa Awards for this category.

Do you utilise Ethical Packaging? Explain your packaging and environmental impact.

Do you provide samples for your clients? Any therapist Incentives? Please describe.

Do you invest in product development?

Describe the key ingredients & their efficacy or your range?

Describe your client base or target market. And how are you reaching these?

Do you have any sustainability or environmental certifications?

Can you share Client Testimonials?

*Beauty*

**BEST INTERNAL/INJECTIBLE BEAUTY PRODUCT**

What makes your brand stand out in the crowd?

What is your sustainability ethos?

What or who inspired you to launch your range?

What training do you provide to help your customers get optimal results with your products, service or equipment?

How do you monitor for quality control? What systems do you have in place (if any) for ongoing business improvement?

Explain your brand growth since launch.

Do you utilise Ethical Packaging? Explain your packaging and environmental impact.

Do you provide samples for your clients? Any therapist Incentives? Please describe.

Do you invest in product development?

Describe the key ingredients & their efficacy or your range?

Describe your client base or target market. And how are you reaching these?

Do you have any sustainability or environmental certifications?

Can you share Client Testimonials?

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**BEST NEWCOMER**

When did you launch?

Explain your brand growth since launch.

What or who inspired you to launch your range?

What makes your brand stand out in the crowd?

What is your sustainability ethos?

What training do you provide to help your customers get optimal results with your products, service or equipment?

How do you monitor for quality control? What systems do you have in place (if any) for ongoing business improvement?

Do you provide your customers with any marketing support? E.g. ideas, incentives or periodic promotions?

Have you been nominated or won other Industry awards?

I confirm to meet the minimum requirements and am eligible to enter the Travel, Wellness & Spa Awards for this category.

Do you utilise Ethical Packaging? Explain your packaging and environmental impact.

Do you provide samples for your clients? Any therapist Incentives? Please describe.

Do you invest in product development?

Describe the key ingredients & their efficacy or your range?

Describe your client base or target market. And how are you reaching these?

Do you have any sustainability or environmental certifications?

Can you share Client Testimonials?