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Glossy Beauty Awards

Beauty Brand of the Year

Rare Beauty

Rare Beauty

Profile

Rare Beauty, founded by Selena Gomez, champions self-acceptance and mental health advocacy. Their 'SHINE YOUR BRIGHTEST' campaign, which debuted at the LA Pride Parade, emphasized inclusivity. Initiatives like 'Rare Consejos' for Hispanic Heritage Month and 'Make A Rare Impact' for World Mental Health Day showcased their commitment to community and social impact. They expanded globally, reaching 36 countries, and launched the Rare Impact Fund internationally, raising \$8 million for youth mental health. Rare Beauty's innovation, community growth, and CSR leadership earned them recognition, including cover features industrywide.

Impact

Incorporating purpose-driven initiatives like mental health advocacy into a brand's identity resonates with consumers. Engaging communities through inclusive campaigns, leveraging social media for virality, expanding globally to reach diverse audiences and prioritizing CSR storytelling for brand credibility are also instrumental to Rare Beauty's success. Furthermore, by focusing on product innovation and quality, leveraging social proof and influencer partnerships Rare Beauty marked 2023 by increasing its visibility and growth.



Beauty Brand of the Year

Glow Recipe

GLOW RECIPE

Fruit-Forward. Clinically Effective. Glowing Skin.™

Profile

Glow Recipe, founded by Sarah Lee and Christine Chang, redefines skincare with fruit antioxidants and effective actives. Their first-ever influencer trip generated \$2 million in EMV, reaching 30 million people. Hero products such as Watermelon Glow Dew Drops and Glow Toner sell globally every 13 seconds. Leading in EMV, Glow Recipe also partnered with Children's Miracle Network Hospitals for a charitable collaboration. The brand prioritizes inclusivity with an industry-first anonymous casting campaign and never-retouched photos. Innovations like Strawberry BHA Drops and Pomegranate Peptide Serum continue their commitment to diverse formulations and real skin acceptance.

Impact

Leveraging influencer partnerships built high-impact brand exposure and authenticity for Glow Recipe, and creating hero products that resonate with consumers helped the brand dominate social media. Glow Recipe prioritized inclusivity and authenticity in marketing campaigns, emphasizing real skin acceptance and collaborating with charitable organizations, leading to meaningful brand engagement. Finally, continuously innovating with new formulations and product launches to meet diverse consumer needs drove growth for Glow Recipe in 2023.



Best Brand Collaboration

Dove + LinkedIn



Background

Dove, rooted in moisturization since 1957, champions natural beauty and confidence. In partnership with LinkedIn, they addressed race-based hair discrimination, revealing alarming statistics and offering solutions. Their joint efforts included free access to LinkedIn Learning courses, illuminating research, amplifying Black women's voices via #BlackHairIsProfessional and advocating for The CROWN Act. Despite progress, systemic hair discrimination persists, hindering Black women's professional opportunities and advancement. Dove's collaboration with LinkedIn aimed to create inclusive workplaces for all hair types.

Insights

Dove's #BlackHairIsProfessional collaboration with LinkedIn highlights how industry leaders can address systemic issues and drive meaningful change. Utilizing research and data to underscore the urgency of the problem and guide solutions, the teams leveraged social media campaigns to amplify marginalized voices and redefine societal norms. At the same time, offering educational resources to promote inclusivity and equity in professional settings and advocating for legislative change to combat discrimination proved that Dove and LinkedIn were ready to work to achieve a real-world outcome. The takeaway: through strategic partnerships and multifaceted initiatives, brands can spark vital conversations, empower communities and foster a more equitable society.



Best Brand or Sub-Brand Launch Campaign

OLAPLEX

OLAPLEX®

Background

OLAPLEX, a pioneer in bond-building technology, launched the OLADUPE campaign to address dupe culture. The campaign leveraged its patented technology and highlighted OLAPLEX's unique position as an "undupable" brand. Through partnerships with influencers like Tracey Cunningham and Taylor Madison, OLAPLEX unveiled OLADUPE No. 160, engaging consumers with a playful twist. The campaign aimed to reinforce OLAPLEX's unmatched technology and combat imitation attempts in the beauty industry.

Insights

Embracing dupe culture creatively to reinforce brand uniqueness allowed OLAPLEX to leverage partnerships with influencers and professionals and amplify campaign reach and engagement. Utilizing playful elements and surprises to captivate audiences and drive curiosity helped the brand harness social media platforms like TikTok to maximize visibility and user-generated content. By embracing dupe culture strategically, brands can defend their uniqueness and enhance brand awareness and engagement, ultimately driving meaningful results.



Best Breakthrough Beauty Startup

jolie

Profile

Jolie Skin Co. disrupts the beauty industry by addressing the overlooked factor of shower water. Their filtered showerheads combat skin and hair issues caused by poor water quality, and Jolie's innovative approach redefines the showerhead as a crucial beauty tool, not just a water dispenser. Leveraging creative marketing, the brand engages beauty enthusiasts and drives conversations about water quality's impact on beauty. Partnering with renowned retailers and conducting clinical trials, Jolie solidified its position as a breakthrough beauty startup in 2023.

Jolie Skin Co.

Impact

For Jolie Skin Co., redefining overlooked product categories focused on solving fundamental issues meant utilizing bold marketing strategies to spark conversations and drive brand awareness. The brand engaged with target audiences through relatable and provocative messaging and forged strategic partnerships to access new markets and distribution channels. Investing in research and trials helped validate product efficacy and build credibility for Jolie Skin Co. By innovating in neglected areas and fostering community engagement, startups can achieve significant market penetration and sustainable growth.



Best Breakthrough Wellness Startup

iota

iota[™]

Profile

With its innovative formulations, iota pioneers smart microbiome body care, targeting skin health and overall well-being. Their products combine microbiome-balancing prebiotics and postbiotics with essential vitamins and nutrients to address skin issues proactively. With endorsements from industry experts and impressive press coverage, iota quickly gained recognition. Retail expansion into prominent outlets and international markets underscores its growing popularity. Despite being a small team, iota's focus on customer engagement and sustainability sets it apart in the wellness industry.

Impact

Focusing on product-market fit and customer feedback allows iota to refine offerings in a competitive market. As the company maximized resources by efficiently managing various business aspects — including leveraging digital marketing and prioritizing customer service — iota has also built credibility through endorsements from industry professionals and awards recognition. Meanwhile, expanding distribution channels strategically to reach a wider audience has gone hand in hand with emphasizing sustainability initiatives that align with consumer values and foster brand loyalty. As iota can teach marketing teams of all types, despite resource constraints, prioritizing customer relationships and product quality drives rapid growth and market penetration for wellness startups.



Best Breakthrough Wellness Startup

**WONDER
BELLY™**

Profile

Wonderbelly revolutionizes digestive health medicine with its clean, sustainable approach. Challenging industry norms, the FDA-regulated Wonderbelly Antacid offers relief while maintaining a clean label, free of harmful additives. Wonderbelly adopts a vibrant consumer goods image, rejecting clinical branding and destigmatizing digestive health conversations. Securing nationwide partnerships with major retailers like Target and earning NON-GMO Verification, Wonderbelly sets new standards in the wellness industry. With strategic retail displays and a focus on Amazon reviews, they target pregnant women, aiming to provide a trusted solution for pregnancy-induced heartburn and expand clean medicine awareness.

Wonderbelly

Impact

Wonderbelly's story exemplifies how innovative branding and strategic retail partnerships can reshape industry standards and consumer perceptions. Prioritizing consumer trust through authentic reviews and endorsements, particularly within specific demographics like pregnant women, coupled with leveraging retail displays to enhance brand visibility, is all part of how the company communicates core values effectively. At the same time, awards and media traction reinforce brand credibility and broaden audience reach while its marketing team embraces sustainability and transparency to align with modern consumer values and societal change. By challenging norms and prioritizing clean ingredients, Wonderbelly exemplifies how wellness startups can lead industry innovation and cater to evolving consumer demands.



NEW

Best Category Launch

Hally Hair



Background

Hally Hair, a female-founded startup, redefines at-home hair color with clean products and a commitment to confidence and self-expression. In collaboration with Baylor University, Hally launched two new colors of Shade Stix, leveraging the NCAA's NIL policy changes. Over 100 male and female athletes showcased their school spirit by coloring their hair with Hally's products, driving widespread social media engagement. This campaign pioneers a multi-level collegiate initiative, empowering female athletes and demonstrating Hally's versatility in the hair color category.

Insights

Embracing innovative partnerships to drive brand awareness and product trial, leveraging influential platforms like social media and tapping into emerging trends, such as the NCAA's NIL policy, has allowed Hally Hair to pioneer new marketing strategies and reach diverse audiences. Prioritizing authenticity by empowering female athletes as campaign leaders further fostered meaningful consumer connections. As Hally Hair's campaigns played out, the team tracked social content performance metrics to gauge success and surpass industry benchmarks while expanding initiatives beyond initial partnerships to sustain brand growth and deepen impact. Hally Hair's collaborative approach exemplifies how category launches can disrupt industries, drive sales, and make a lasting impression on consumers and communities.

Best CSR Initiative

The Body Shop



THE BODY SHOP

Background

The Body Shop, a pioneer in ethical beauty, integrates activism into its business model, advocating against animal testing for over 40 years. Recognized as a B Corporation, it offers sustainable, cruelty-free skincare, body care, hair care and makeup. Founder Anita Roddick's 'Against Animal Testing' campaign led to partnerships with Cruelty Free International (CFI) and the global launch of 'Forever Against Animal Testing' in 2017. The brand's latest initiative targets legislative change, lobbying for bans on cosmetic animal testing. In 2023, Canada enacted a nationwide ban, marking a significant victory in The Body Shop's ongoing mission to end animal cruelty in the cosmetics industry.

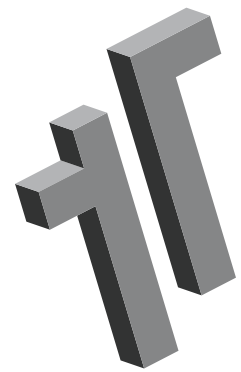
Insights

The Body Shop has successfully aligned its initiatives with core values and consumer expectations by leveraging brand ethos to drive meaningful change. As collaborating with stakeholders and industry partners amplifies the impact and builds momentum for legislative reform, The Body Shop has also harnessed the power of consumer advocacy through petitions, events and grassroots activism, fostering community engagement and support. A multi-faceted approach to government relations, combining direct engagement with policymakers, public events and strategic alliances, provides the company with a meaningful platform to demonstrate persistence and commitment to long-term goals, mobilizing resources and retail networks to effect change. The Body Shop's CSR initiative showcases the potential for brands to drive systemic change, shaping industry standards and advocating for ethical practices.



Best E-Commerce Experience

1r Agency + Function of Beauty



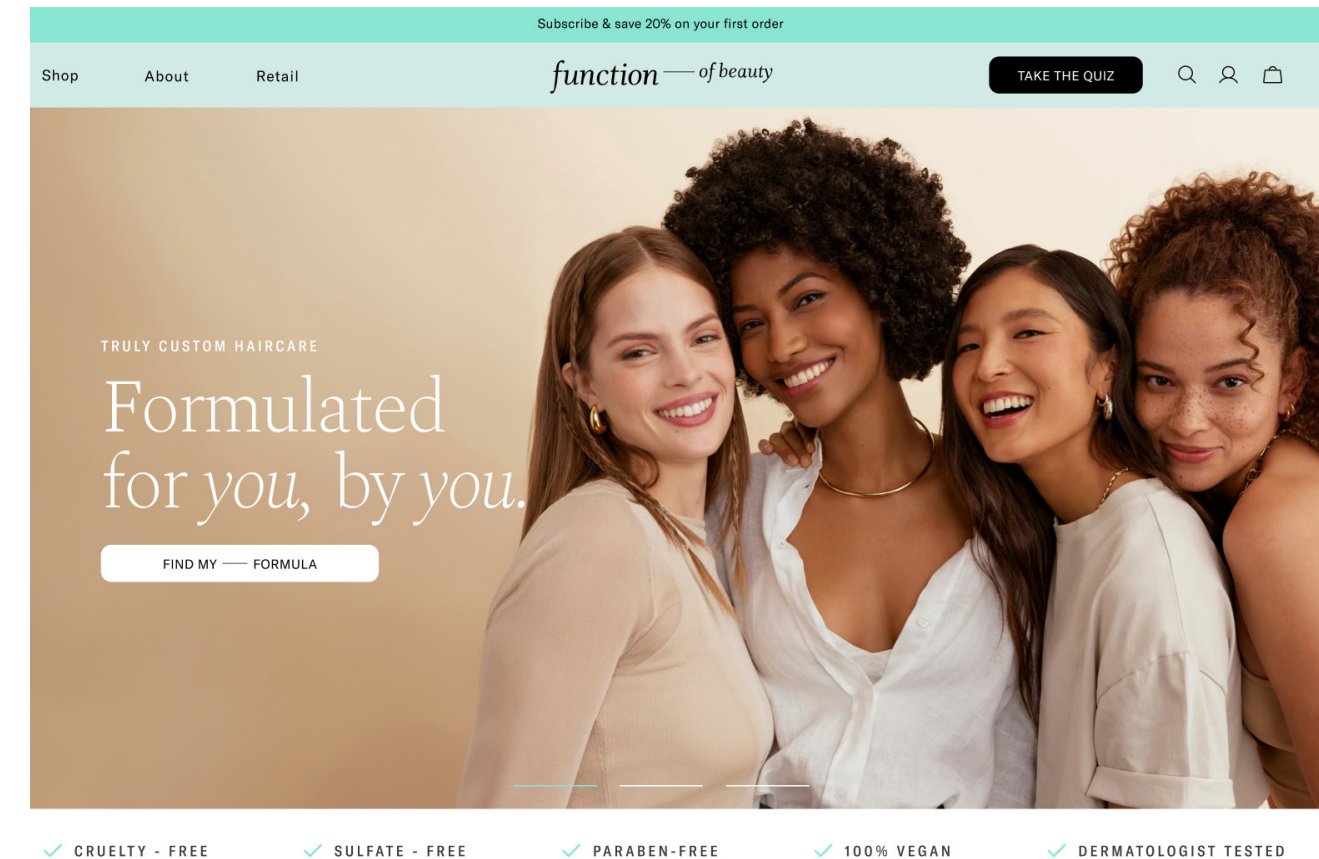
function — of beauty

Background

Function of Beauty disrupts the beauty industry by offering tailor-made, naturally derived products for individual hair and skin needs. With a commitment to personalization and inclusivity since 2015, the brand collaborated with 1r Agency to enhance its digital footprint. Transitioning from a proprietary platform to Shopify Plus posed challenges due to its unique made-to-order model, but the partnership is enabling Function of Beauty to streamline the e-commerce experience while maintaining core functionalities, including subscription services and advanced customization options.

Insights

Leveraging 1r Agency's expertise, Function of Beauty has undergone a comprehensive digital transformation to enhance its e-commerce platform. The migration to Shopify Plus enabled a seamless transition while prioritizing user-centric design and personalized experiences. Strategic selection of third-party partners optimized vital functionalities such as product customization, subscription services and loyalty programs. Meanwhile, emphasizing content and storytelling educated consumers on ingredients and benefits, enhancing brand trust and loyalty. The redesigned website showcases an intuitive user interface, driving engagement and conversions. Function of Beauty's collaboration with 1r Agency exemplifies the potential for e-commerce innovation to redefine customer experiences and drive business growth.



Best Event

Neutrogena



OFFICIAL SPONSOR OF

COACHELLA

Background

Neutrogena embarked on an innovative partnership with Coachella, positioning itself as the festival's exclusive skincare and suncare sponsor. The collaboration aimed to introduce Neutrogena's new Boost Your Skin's Vitals platform to educate skin-savvy attendees about skin health and protection. Neutrogena curated an immersive experience, 'The Neutrogena Skin's Vitals Experience,' to showcase how the brand can protect and boost skin against the environment's toughest skin aggressors like dust, sun, wind and heat. Neutrogena's strategy capitalized on Coachella's cultural relevance, engaging the Zillennial audience in hands-on educational experiences and influencer collaborations through on-site activations, influencer partnerships and media outreach to drive brand affinity and awareness.

Insights

For a surround-sound conversation, Neutrogena tapped over 50 celebrities, influencers and dermatologists to boost skin's vitals through product deliveries, educational moments with Neutrogena SkinU scientists, intimate dinners and even a desert Jeep excursion to experience the harshest skin aggressors. The Neutrogena-branded sunscreen stations proved to be a staple at Coachella, with over 14,000 fluid ounces of sunscreen dispensed. The campaign generated nearly 400 pieces of social content across Instagram, TikTok and YouTube. It garnered over 468 million social impressions and 91 million video views – far surpassing KPI goals of 4.7 million and cementing Neutrogena's leadership in skincare innovation and education.



NEW

Best Inclusivity Initiative

HAPTA by Lancôme

L'ORÉAL
G R O U P E

Background

L'Oréal, a pioneer in beauty innovation, unveiled HAPTA, a groundbreaking smart makeup applicator designed to address the challenges faced by millions with limited fine motor skills. HAPTA, developed over six years in collaboration with Verily, an Alphabet company, empowers users to apply lipstick and mascara with precision, fostering inclusivity and accessibility in beauty. An estimated 50 million people worldwide live with limited fine motor skills, which makes some daily gestures, like applying makeup, challenging, making beauty inaccessible to many. With the release of the HAPTA device, makeup expression becomes more accessible and levels the playing field for all people interested in applying makeup.

Insights

L'Oréal's HAPTA device incorporates technology created by Verily, an Alphabet precision health company, designed to stabilize and level utensils to allow those with limited mobility to eat confidently and independently. L'Oréal built upon this existing technology to apply it to cosmetics. The HAPTA device integrates smart motion controls and customizable attachments, ensuring easy use and precision application. Focus group feedback from individuals with limited mobility underscores HAPTA's transformative impact, offering independence, confidence and representation to those previously underserved by the beauty industry.



Best Influencer Partnership

— Presented by Skeepers

ElaMD



Background

ElaMD is renowned for its high-quality sunscreen. As a part of the brand's commitment to making daily sunscreen application and sun safety a cool habit, ElaMD continues to innovate through cosmetically elegant sun care formulations, top dermatologist recommendations, education via social media and buzz-worthy strategic influencer partnerships. ElaMD partnered with TV personality and melanoma survivor Andy Cohen to drive skin cancer prevention conversations. The team recreated Cohen's 30-year-old iconic nude photo, with Andy wearing ElaMD head to toe, to spark dialogue on sun protection.

Insights

The campaign's main objective was to use an innovative approach to drive awareness of the reality of skin cancer. ElaMD tapped into a trusted celebrity voice with a large following to encourage everyone to protect their skin. The activation with Andy Cohen encouraged followers to tag their friends. ElaMD donated a bottle of sunscreen to the Melanoma Research Foundation for every tag with a goal of \$100,000 in total product. The campaign reached 7.6 million people on social media alone, with more than 1.3 billion omnichannel impressions, resulting in significant follower growth and celebrity interest, further solidifying ElaMD's position as a skincare advocate.

Best Influencer Partnership — Presented by Skeepers

Verb Products – Curl Foaming Gel + Manes by Mell

VERB®

Background

Verb, renowned for its authentic hair care products, collaborated with @manesbymell to co-create a unique foam-to-gel hybrid styling product that filled a gap in the curl category. As Verb sought to expand its portfolio, the brand wanted to tap into the curly consumer and launch a unique SKU to satisfy both a benefit need and a new styling format. The relationship with @manesbymell went beyond the product collaboration by featuring her in the Verb Curl campaign that expanded across all media platforms and in-store visuals.

Insights

Verb launched a foam-to-gel hybrid, leveraging Mell's expertise, driving sales growth and enhancing the curl category's performance. The collaboration resonated with consumers, significantly increasing overall brand growth, curl collection sales and digital engagement. Through D2C initiatives, Meta advertising and influencer collaborations, Verb surpassed all benchmarks, solidifying its position as a trusted and innovative hair care brand.



Best Multi-Platform Campaign

BIC + Ariana Madix



Background

As a leader in stationery, lighters and shavers, BIC brings simplicity and joy to everyday life and is committed to creating ingeniously simple shaving solutions that redefine razors and revolutionize the wet shave industry. After five years of scientific development, BIC introduced EasyRinse, a revolutionary razor with patented anti-clog technology to address common shaving issues. After news broke that reality TV couple Ariana Madix and Tom Sandoval from Bravo's Vanderpump Rules split due to a cheating scandal, BIC capitalized on the cultural relevance by partnering with Ariana. The collaboration featured a social media play addressing Ariana's need to 'unclog' her life.

Insights

This strategic collaboration amplified BIC's brand message and drove substantial sales growth. The company maximized engagement by leveraging Ariana's social influence, garnering millions of organic views and paid impressions. The campaign exceeded sales targets, making EasyRinse the top-selling new item in the disposable shave category. Furthermore, it secured extensive media coverage beyond beauty trades, solidifying BIC's cultural relevance and market impact.

Best Omnichannel Experience

Ulta Beauty



Background

Ulta Beauty's omnichannel strategy revolves around real-time data and insights and is anchored to over 41 million Ultamate Rewards loyalty members. The company focuses on the joy of guests' experiences, values and preferences by leveraging its powerhouse insights database to anticipate shifts in consumer behavior and track of-the-moment trends for personalized experiences. Innovations like GLAMlab and in-store events, including ones tied to rising themes in beauty, cater to evolving consumer needs and help the brand reach new generations of beauty enthusiasts.

Insights

These new engaging experiences have allowed Ulta Beauty to expand its reach to Gen Z and Gen Alpha while continuing to delight existing loyalty members with fun, fresh and more personalized offerings across all channels. Ulta Beauty's innovative approach to personalization helped fuel the brand's insights engine further, with the Ultamate Rewards program increasing by 3 million members last year. Ulta's reimaged store layout encourages exploration, while digital tools like GLAMlab drive engagement, and Ulta at Target extends convenience by linking Ultamate Rewards and Target Circle accounts. Ulta's commitment to personalized, joyful experiences sets a new standard in beauty retail.

Best Product Launch Campaign

NYX

NYX

PROFESSIONAL MAKEUP

Background

NYX Professional Makeup is a digitally-native, affordable professional makeup brand rooted in professional artistry heritage. The brand collaborated with Warner Bros. Pictures to create a limited-edition 'Barbie The Movie' makeup collection, aligning with its ethos of diversity and authenticity. NYX leveraged partners and creators of all ethnicities, body types, sexual orientations and genders to bring the collection to life online and in real life. To celebrate the film's release further, NYX, Warner Bros. Discovery, Mattel Philanthropy and Barbie Dream Gap Project joined forces for a social impact initiative to benefit the global humanitarian organization Save the Children.

Insights

For about three weeks around the release of 'Barbie,' NYX encouraged fans to repost their custom Save the Children and Barbie co-branded, immersive Instagram filter to raise awareness for this global girls' empowerment initiative. During this period, NYX donated \$1 every time the filter was shared via Instagram, up to \$25,000, to Save the Children. This partnership with Save the Children amplified NYX's commitment to social responsibility. The campaign showcased the power of cultural relevance and purpose-driven marketing in driving brand engagement with 4.2 billion global impressions and a sold-out Barbie Flip Phone accessory.



Best Sustainability Initiative

Nimbi

Nimbi[®]

Background

Nimbi revolutionized the shaving industry with the world's first plastic-free disposable razor made from 100% compostable materials to address the environmental crisis caused by plastic waste. Two-thirds of household waste comes from the bathroom, and razors are a key plastic polluter, yet disposable razors are made of plastic composites. Nimbi's founder, Anna, wanted to change that, so she used her consumer design expertise to create a razor that is a low-carbon swap out with a mono-material for organic compostability — no synthetic plastic or toxic materials. Nimbi's disposable razor doesn't leave any toxic load behind, degrades in 12 months in marine environments, 90 days in optimal composting conditions and doesn't emit any harmful gases upon incineration.

Insights

Nimbi's razor boasts a patent-pending design and dermatologist approval and is 100% vegan, offering a superior shave experience. The brand ran clinical trials that spanned every hair, phototype and body part, which proved that sustainable products don't mean a poorer experience. Nimbi's eco-friendly approach won the brand grant funding from Amazon and Innovate UK in addition to media acclaim. Nimbi's commitment to sustainability extends to a forthcoming reusable 'forever' ceramic razor and a compostable system razor, signaling a new era of responsible grooming solutions.



Best Use of Customization

3D shu:brow by shu uemura

L'ORÉAL
G R O U P E

Background

A common challenge in the makeup world is shaping eyebrows. While the application people choose varies, it usually requires steady hands, the right tools and shades, or access to expensive professional services. L'Oréal invested in a micro-printing startup, Prinker Korea Inc., and they created 3D shu:brow for the L'Oréal shu uemura brand. The new brow product solves this widespread consumer challenge by putting cutting-edge technology squarely in the hands of consumers to allow them to achieve their perfect, professional look inexpensively, quickly and precisely.

Insights

The handheld device from shu uemura uses AR technology and patented AI algorithms to scan the user's face and recommend the best brow shape, which can be printed onto the skin in seconds. This technology addresses the challenges of precision and expense in brow shaping. It offers an accessible way to create perfect brows easily and quickly, and they can be easily removed at the end of the day. Beauty professionals have endorsed its simplicity and professional results, amplifying consumer confidence. This innovation aligns with L'Oréal's mission of democratizing beauty by empowering users with accessible, precise solutions, reinforcing its commitment to breakthrough technologies that redefine self-expression.



NEW

Best Use of Emerging Technology



Background

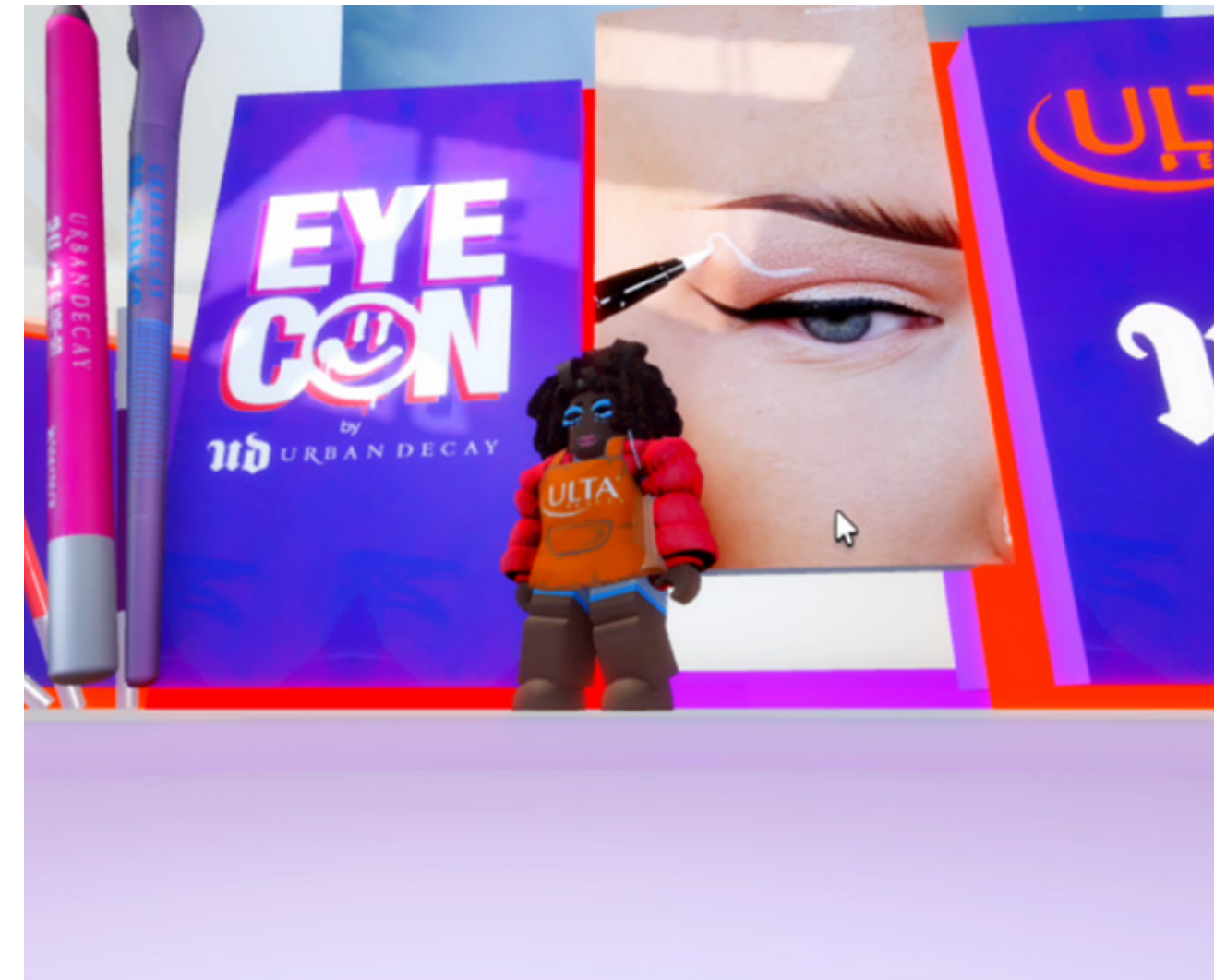
Urban Decay and Ulta Beauty collaborated on a groundbreaking live makeup launch party on Roblox to empower the next generation of beauty enthusiasts. The Eye-Con event was hosted on the Ultaverse, Ulta Beauty's experience in Roblox, and offered attendees personalized avatars. The event celebrated Urban Decay's iconic 24/7 franchise. It allowed players to shop real-life products for their avatars and engage with friends and the Ultaverse community on the virtual runway. In addition, users could attend makeup tutorial watch parties and celebrate with hosts MannyMUA, Leilani Green and Emmy Combs throughout the four-week event.

Urban Decay + Ulta Beauty + Super League



Insights

Eye-Con pioneered live makeup events in gaming, fostering community engagement and brand immersion. By introducing avatar makeup looks and integrating social beauty creators, the Roblox event achieved massive Gen Z reach and increased brand awareness by over 40%. This collaboration redefined brand and retail partnerships in the virtual realm, showcasing the power of innovative experiences for consumer engagement.



Best Use of Instagram

MONDAY Haircare

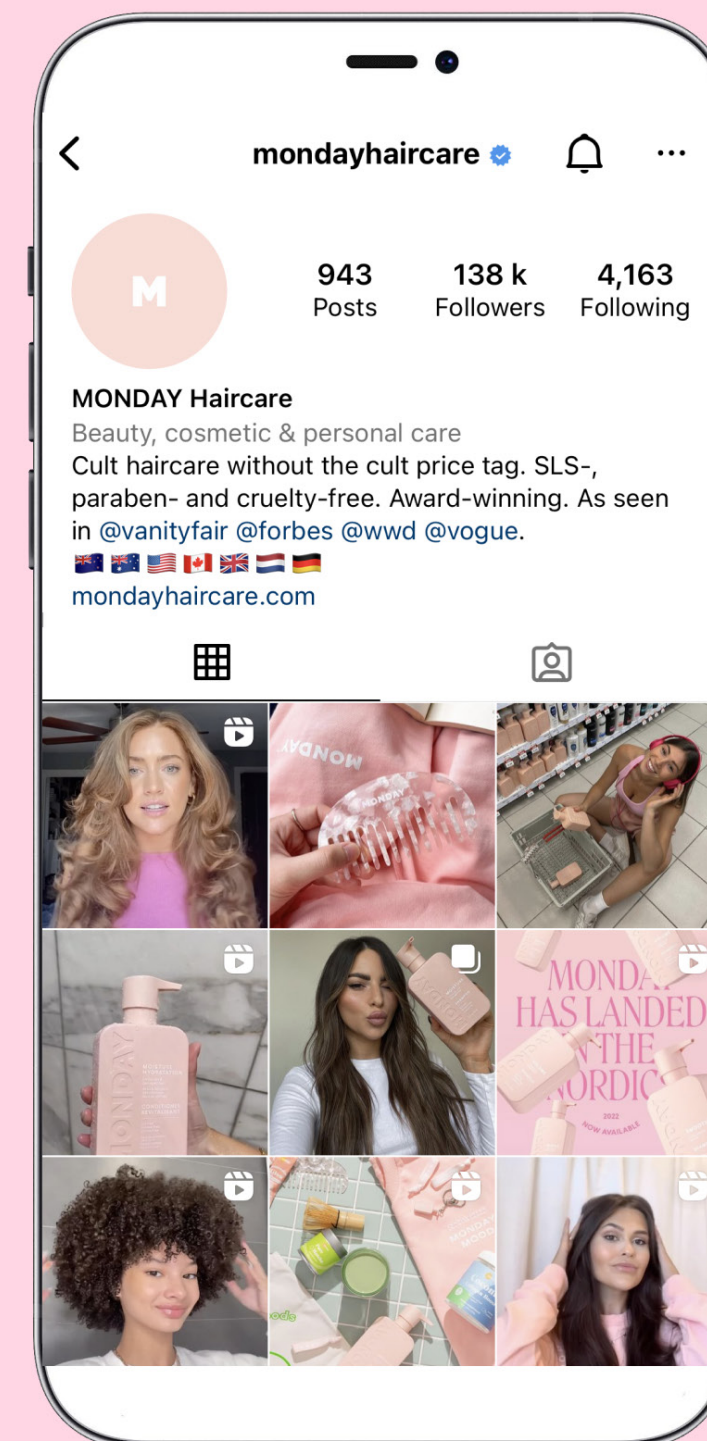
MONDAY
HAIRCARE

Background

MONDAY Haircare is an Auckland-based consumer goods haircare brand that makes luxury more inclusive with premium-quality products at an affordable price point. MONDAY operates without a DTC model but has experienced immense success through its partnerships with third-party retailers. To forge more authentic connections with its community, MONDAY harnessed UGC to ensure its products reach those who align with the brand's core pillars and messaging – being cruelty-free, sustainably minded and female-founded. By leveraging the trust and authenticity of UGC, MONDAY expanded its reach and built brand awareness across multiple platforms.

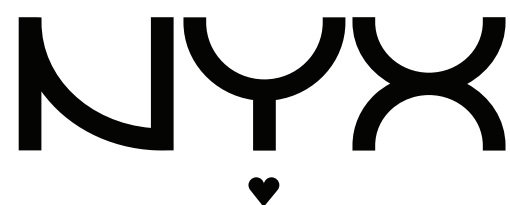
Insights

Utilizing its Creator Studio, MONDAY empowered community members to create bespoke video content and share their experiences with the brand. Strategic partnerships with Meta, TikTok and YouTube resulted in a more than 18% sales uplift, complemented by organic press features in top-tier publications such as Vogue, Forbes, Allure and Glamour. With a focus on Instagram, MONDAY achieved a 57% increase in organic followers and reached 50 million impressions through paid and organic efforts, reinforcing the brand's status as a viral brand.



Best Use of Technology

NYX



PROFESSIONAL MAKEUP

Background

Digitally-native brand NYX Professional Makeup boasts a successful multichannel approach at the forefront of digital and retail. It is one of the most influential and top-ranked brands among beauty vloggers, Instagram stars and their followers. In 2023, NYX launched its 'Game Out Loud' campaign, which took on bullying by creating safe spaces online. As part of the campaign, visitors at the House of NYX Professional Makeup on Roblox were asked by a non-player character to take an allyship pledge. Visitors then received an ally badge for their Roblox avatar to wear. NYX also partnered with LGBTQIA+ games on Twitch livestreams.

Insights

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Best Use of TikTok

MAC Cosmetics



Background

In response to increased demand for long-lasting lip products that contain skin-enhancing ingredients, MAC launched its luxurious liquid lipstick Locked Kiss Ink 24Hr Lipcolor. The formula showcases its longevity with claims of being kissproof, waterproof and transfer-proof while maintaining a feather-light feel. To creatively highlight the benefits of Locked Kiss Ink, MAC drew inspiration from the '90s classic "Clueless." A memorable scene in which characters play a game of "suck and blow" was reimagined as "pucker and blow" with the help of six TikTok creators. The brand also partnered with 24 additional creators to produce "pucker and blow" content on their TikTok channels, including Alix Earle, Amanda Diaz and Jodie Woods.

Insights

MAC invested heavily in TikTok to run its "pucker and blow" campaign and creator content across six weeks. The activation elevated MAC Lip and solidified its leading position while cutting through the clutter to reach Gen Z and young millennials. By partnering with diverse and popular TikTok creators, the brand drove increased ad recall and positive comments from followers. Locked Kiss Ink exceeded its sales benchmark in the first week of the campaign and continued overachieving for 10 consecutive weeks following the launch, even selling out. According to Tribe, the paid influencer campaign generated \$2.1 million in earned media value and 207 million impressions.



Background

Dove started in 1957 with the launch of the Beauty Bar. The brand has inspired women to develop a positive relationship with the way they look and how they realize their personal potential for beauty. However, new research from the Dove Self-Esteem Project shows social media has become one of the biggest threats to young people's mental health. With its new film 'Cost of Beauty,' Dove wanted to highlight the impact of harmful beauty content on social media and take action to advance legislative change to make social media safer for young people.

Insights

'Cost of Beauty,' inspired by real stories and Dove's research, has been viewed more than 19 million times across TikTok, Facebook, Instagram, YouTube and LinkedIn. In addition to being Dove's highest-viewed Instagram video, the video was shared more than 20,000 times on LinkedIn alone. Dove convened more than 150 people in person at The Boys and Girls Club in Santa Monica to drive further awareness of the issue for a live film screening. The campaign generated more than 95,000 petition signatures in support of the 2023 KOSA bill and received more than 5 billion earned media impressions.



NEW

Best Use of YouTube

MAC Cosmetics



Background

To launch its new MACStack Waterproof Mascara, the brand set its sights on YouTube, where Gen Z and young millennials spend 30% of their social media time. MAC partnered with 'Hot Ones,' the popular YouTube show where celebrities answer hot questions over even hotter wings, to reach this core audience. If the tear-proof, waterproof, smudge-proof formula doesn't run while eating the hottest wing, The Last Dab, it proves product efficacy – establishing MAC's stake in the mascara category alongside its lip and foundation reputations.

Insights

The brand enlisted YouTube star and MAC ambassador Monet McMichael as the first tester for the 'Hot Ones' partnership. To amplify the campaign, McMichael posted the spot on her TikTok and Instagram channels, where it was viewed 5.8 million times and generated 1 million likes. Partner content also beat benchmarks across YouTube pre-roll, delivering 11 million impressions and a click-through rate of 0.12%–400% above the pre-roll benchmark. MACStack Waterproof Mascara also increased its rank and share within prestige mascara, per NPD, and experienced a 43% lift in units sold once the Hot Ones partnership launched.



GLOSSY BEAUTY AWARDS

CATEGORY: BEST USE OF YOUTUBE



Clean Beauty Brand of the Year

Beautycounter

BEAUTYCOUNTER®

Profile

Beautycounter is a clean beauty pioneer, disrupting the industry with high-performing products made with safer ingredients, an innovative omnichannel business and advocating for more health-protective legislation at the local and federal levels. Since its launch in 2013, Beautycounter has contributed to the passage of 14 laws that have enhanced consumer safety, working with state legislators and organizing regular lobbying trips to Washington, D.C. In 2022, Beautycounter took a leading role in advocating for the passage of federal legislation: the Modernization of Cosmetics Regulation Act (MoCRA).

Impact

Today, MoCRA provides a vital legal framework that empowers the FDA to protect consumers against safety issues in their personal care products. While the final bill does not reflect all of the brand's recommendations, it's a critical step forward. It includes significant provisions such as mandatory recall authority and requirements for safety substantiation. Elsewhere, Beautycounter wants to meet consumers where they are and be accessible. To that end, it has a unique omnichannel business model that includes e-commerce, in-store, direct selling and, most recently, wholesale by launching in 500 Ulta stores.

Founder of the Year

Tracee Ellis Ross



Profile

Actor and producer Tracee Ellis Ross is the CEO and founder of PATTERN Beauty, a haircare brand launched in 2019 for the curly, coily and tight-textured community. After 10 years of extensive experiential and market research, Ross recognized that an entire demographic of customers needed to be tended to within the haircare industry. PATTERN's mission is to serve the unmet needs of a curly, coily and tight-textured community, celebrating Black beauty and being an active space for uplifting and loving this community's natural beauty. PATTERN offers products in the treat, wash, style and heat categories to promote a healthy hair journey.

Impact

PATTERN Beauty constantly evolves to provide customers with high-quality formulas and accessories that focus on healthy hair, encouraging each hair texture to live freely. The success of PATTERN has also served as a vital outlet for Ross' career-long thought leadership in diversity, equity and inclusion. Ross's greater mission as PATTERN's CEO is to disrupt and shift the industry's narrative from Black-owned and Black-founded businesses being niche to mainstream. Her work and advocacy aim to guide the beauty and retail industry to understand the purchasing power of the Black and Brown consumer.



NEW

Men's Beauty Brand of the Year

Every Man Jack

Profile

Spanning body wash, deodorant, hair care, skincare and beard care, Every Man Jack's efficacious products draw from their passion for the outdoors with ingredients and scents that bring the best of nature into their bottles and bars. Every Man Jack is a B-Corp Certified brand as of 2023 and inspires men to take care of themselves and connect to the world around them. In September, Every Man Jack launched its most significant awareness push in the beard category. It included a national media campaign, launching a new three-piece beard collection and partnering with Movember, the leading organization changing the face of men's health.

Impact

Every Man Jack aims to be the cleanest men's care brand through products, packaging and practices. As part of its B-Corp certification, the brand established benchmarks for measuring its sustainability footprint, driving accountability, transparency and continued improvement. The brand donated over \$200,000 to the National Forest Foundation, Big City Mountaineers and Movember, contributing to the planting of 22,500 trees, restoration of 6 acres and 1 mile of trail, sending 45 underprivileged youth on backpacking excursions, raising awareness and funds for testicular and prostate cancer, mental health and suicide prevention. Every Man Jack also maintained its top spot in multi-outlet beard care and became the fastest-growing deodorant brand at Walmart.

EVERY MAN JACK®

Most Engaged Brand Community



STARFACE

Background

Despite the normalcy of acne — which is experienced by 95% of people at some point in their lives — the beauty industry has historically positioned it as an isolating and shameful experience. This clinical, combative and problem-centric approach significantly affects how consumers, especially young people, view themselves. Starface has revolutionized the acne care industry with decorative pimple patches and innovative products that empower individuals to turn breakouts into confidence-boosting self-expression moments. One of the ways Starface has fostered a highly engaged community is by creating Big Yellow, its relatable and friendly mascot that has allowed customers to make genuine connections with the brand.

Starface

Insights

Starface continues to find unique ways to connect with its community. The brand has expanded Big Yellow's world by tapping creators, creating playful storylines and funny vignettes to underline Starface's unconventional personality and style further. Starface also collaborated with singer PinkPantheress for its Hydro-Star and Tea Tree campaign, emphasizing partnerships that focus on community interests. The brand continues to tap into nostalgic moments in consumers' lives through collaborations with brands like Sanrio. These strategies continue to resonate with the Starface community, which has surpassed 2.3 million TikTok followers and 305,000 Instagram followers, with an average engagement rate of 1.53%.

I'm no Picasso but I thought this design would be rly cute 4 the summer 🙄👉



The perfect way to highlight your clementine summer.

MgX

NEW

Most Innovative Haircare Brand

NULASTIN

NULASTIN®
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Profile

NULASTIN takes a personal and holistic approach to haircare that incorporates a clinically tested proprietary antioxidant blend with the world's first ethically-sourced elastin renewal protein (Elastaplex) designed to rejuvenate hair follicles and promote healthy, longer, stronger lashes, brows and hair. The brand continues to grow its team, adding new hires and earning certification as a women-owned business by the Women Business Enterprise National Council (WBENC). Chief Science Officer Dr. Felipe Jimenez has filed a patent application for NULASTIN's elastin follicle anchoring system and is working on new formulas to support the body's natural metabolic processes to replenish elastin.

Impact

NULASTIN has up-leveled its formulas to meet consumer needs better. The brand has a 100% lifetime performance guarantee, meaning customers do not have to hurry to return a product if they aren't seeing results immediately. This is a significant save-the-sale opportunity for NULASTIN's customer experience team. The responsive customer service team has also earned a customer satisfaction rating of 4.85-in-5; compared to industry performance, only 2% of accounts have a 5-in-5 rating. NULASTIN's online community grew 138% year-over-year on Instagram, underscoring the brand's clarity in core messaging and brand identity.



NEW

Most Innovative Makeup Brand



We Are ME Cosmetics

Profile

We Are ME Cosmetics is establishing a new product category with its scalp foundation, which gives the appearance of more abundant hair and evens out the hairline. The brand's end-user client is looking to add more depth and appearance of volume to their hairstyle, including anyone with fine/thin hair or those struggling with hair loss, as well as the best root cover on the market. Beauty editors, influencers and customers have written enthusiastically about We Are ME.

Impact

The brand's primary goal has been to expand its exposure within the PRO/Salon beauty community. As a result of its efforts, We Are ME has experienced tremendous growth within the community and is now loved by hundreds of stylists and makeup artists who regularly post organic, unpaid content about the importance of the scalp foundation Can't Stop Me Now. The product has displaced the items from numerous large legacy brands in the color touchup category. We Are ME Cosmetics also launched its first PRO distribution program for the professional salon community in fall 2023, which has been received with more enthusiasm.

____MANE ADDICTS____



____MANE ADDICTS____

Scalp Foundation Is a Thing and No, I Will Not Shut Up About It

Ashley Locke | Nov 11, 2021

Full transparency, I receive a number of product pitches on a daily basis. I don't always respond to them because I forget, they're not super exciting, or they're for a product that's similar to something I already own. But when I received a pitch in my inbox about **ME Cosmetics** and their recently launched scalp foundation, I was immediately intrigued.

I'm sure I'm not the only one who has noticed that their strands are looking a little thin recently and those sparse areas are starting to grow. I'm 90% sure it's due to stress, but managing that feels near impossible. So instead, I stick to more practical solutions—aka I cry about it, take a number of vitamins, and do a little DIY to give off the appearance of

Wellness Brand of the Year

Rael

Rael

Profile

Rael is a 360-degree holistic personal care brand that supports women through all phases of their hormonal cycle. Founded by three Korean-American women, Rael produces safe, effective and high-performance personal care products to help others make healthier choices for their bodies. Thoughtfully designed with natural materials, Rael's products—from feminine to skin care—are manufactured with cutting-edge South Korean technology to deliver the latest innovations. In May 2023, Rael expanded its Reusable Period Underwear collection with three new designs. In June 2023, Rael reached a milestone in 1 million period products donated by partnering with organizations to fight against period poverty since 2019.

Impact

An ongoing goal of Rael is to continuously provide better-for-people, better-for-the-environment products by consciously developing organic, natural ingredients, earth-friendly alternatives and zero-waste solutions. With the number one selling pad and number two selling liner on Amazon, Rael has established itself as a trusted and preferred choice among customers seeking effective and reliable period protection. This success is further amplified by the staggering 972% year-over-year follower growth on TikTok. Rael is projected to grow by 30% this year. With this projected expansion, Rael is set to reach even more individuals and empower them to approach menstrual care confidently.



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