



Glossy Beauty & Wellness Awards

Entry Kit **2025**

# Glossy Beauty & Wellness Awards

The Glossy Beauty & Wellness Awards recognize the companies transforming the beauty and wellness industries through campaigns, initiatives products and practices.

## Deadlines & Entry Fees

EARLY DEADLINE	July 11, 2025	\$499 per entry
REGULAR DEADLINE	August 22, 2025	\$599 per entry
LAST CHANCE DEADLINE	October 03, 2025	\$729 per entry

### Beauty Product of the Year | NEW

Awarding the beauty product that has most successfully combined innovation, performance and consumer impact.

### Best Wellness Category Launch | NEW

Awarding a wellness category launch that most successfully introduced a groundbreaking product or service.

### Supplement Brand of the Year | NEW

Awarding the supplement brand that has best displayed exceptional innovation and excellence in the industry.

### Wellness CEO of the Year | NEW

Awarding the CEO who has best demonstrated exemplary leadership, vision and performance in guiding their company to success.

### Wellness Community of the Year | NEW

Awarding the wellness community that has most successfully fostered meaningful connections, support and engagement among its members in pursuit of well-being.

### Wellness Founder of the Year | NEW

Awarding the founder that has best displayed excellence through outstanding and inspired work at their company.

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### **Wellness Innovation of the Year | NEW**

Awarding the most groundbreaking innovation within the wellness industry that has significantly advanced the way consumers approach health and well-being.

### **Wellness Marketer of the Year | NEW**

Awarding the marketer who has best demonstrated creativity, strategic thinking and exceptional execution in promoting wellness products or brands.

### **Wellness Product of the Year | NEW**

Awarding the wellness product that has most successfully addressed consumer needs and delivered measurable impact in the health and well-being space.

### **Beauty Brand of the Year**

Awarding the brand that has most consistently met or exceeded set goals.

### **Beauty CEO of the Year**

Awarding the CEO who has best demonstrated exemplary leadership, vision and performance in guiding their company to success.

### **Beauty Founder of the Year**

Awarding the founder that has best displayed excellence through outstanding and inspired work at their company.

## Beauty Marketer of the Year

Awarding the marketer who has best demonstrated creativity, strategic thinking, and exceptional execution in promoting beauty products or brands.

## Best Beauty Category Launch

Awarding a new beauty category launch that most successfully introduced a groundbreaking product or service.

## Best Brand Collaboration

Awarding a collaboration (brand x brand) that has most successfully achieved campaign goals.

## Best Brand or Sub-Brand Launch Campaign

Awarding a launch campaign that successfully generated buzz and audience engagement.

## Best Breakthrough Beauty Startup

Awarding the emerging beauty brand that has successfully established a core following in the industry.

## Best Breakthrough Wellness Startup

Awarding the emerging beauty brand that has successfully established its brand and grown its business.



### Best Custom Beauty Brand

Awarding the beauty brand with the best customization offering.

### Best Multi-Platform Campaign

Awarding a campaign integrated across two or more channels that has successfully achieved campaign goals.

### Best E-Commerce Experience

Awarding the e-commerce strategy that has successfully driven revenue and/or engagement for a beauty brand.

### Best Product Launch Campaign

Awarding a launch campaign that most successfully generated awareness of a product.

### Best Event

Awarding the best execution of a beauty or wellness event or event series that served as an extension of the brand.

### Best Sustainability Initiative

Awarding an initiative that was successful in decreasing a company’s carbon footprint through eco-friendly products or mission-driven marketing.

### Best TikTok Shop Activation

Awarding a TikTok shop activation that most successfully achieved goals.

### Best Use of TikTok

Awarding a TikTok strategy that most successfully achieved goals.

### Best Use of Emerging Technology

Awarding the best use of emerging technology, including but not limited to AI, AR and VR.

### Clean Beauty Brand of the Year

Awarding the beauty brand that has most successfully implemented “clean” beauty initiatives or launches.

### Best Use of Technology

Awarding a brand whose use of new technology has most significantly enhanced the customer experience.

### Fragrance Brand of the Year

Awarding the brand that has showcased exceptional innovation in both crafting and promoting fragrance





### Hair-Care Brand of the Year

Awarding the hair-care brand that has best displayed exceptional innovation and excellence in the industry.

### Makeup Brand of the Year

Awarding the makeup brand that has best displayed exceptional innovation and excellence in the industry.

### Inclusive Brand of the Year

Awarding the beauty brand that has made the most significant contributions towards inclusivity and diversity within the industry.

### Men’s Beauty Brand of the Year

Awarding the beauty brand that has best served the unique grooming and skin-care needs of men.

### Lip Brand of the Year

Awarding the lip brand that has most successfully introduced an innovative and trend-setting lipstick, lip gloss, or other lip color or lip-care product to the market.

### Most Engaged Brand Community

Awarding the brand that has enjoyed consistently high engagement and a strong sense of community built around its products, services or content.





## Short Form Beauty Video of the Year

Awarding the short form video that most effectively drove audience engagement for a beauty brand.

## Skin-Care Brand of the Year

Awarding the skin-care brand that has best displayed innovation and excellence in the industry.

## Wellness Brand of the Year

Awarding the wellness brand that has most consistently met or exceeded set goals.

# ENTRY TIPS

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**Begin with favorable odds.**

Search for the perfect category to enter. If you plan on entering more than one, make sure you curate your entries with intention.

**Tell a compelling story.**

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

**Tie your results back to your campaign objectives.**

Tell us what problems inspired your work, discuss how it solved them and provide KPIs for support. Remember, “the why” is just as important as “the what.”

**Keep your copy short and sweet.**

Award winners share three distinctive traits: they’re direct, discerning and descriptive. Judges don’t need a copy-heavy description to get the full picture.

**Paint a complete picture.**

Don’t just write about your work—judges want the full experience. Include supporting materials like videos, photos and campaign art to strengthen your story.

**It takes a village.**

Get your team excited about your company’s submission by planning for edits together. A marketer’s eye and a copywriter’s wit might be exactly what you need to punch up your entry.

# SUBMISSION

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## How do I start my submission?

[Submit here.](#) You will be brought to the Glossy Beauty and Wellness Awards submission platform where you will be asked to register if not already.

## Am I eligible to enter this program?

Case studies must be relevant to July 2024 to October 2025.

## How do I increase my chances of winning an award?

Be sure to emphasize the goals of your campaign, as well as the achievements. Provide supporting materials and specific examples of success when possible (KPIs, ROI, etc.)

## Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing [amy@digiday.com](mailto:amy@digiday.com).

## Need help deciding what categories are the best fit?

Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

## Are the entry fees per category?

Yes. Further, if you enter the same campaign into multiple categories, which companies often do, you will be charged the entry fee per category entered.



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**Contact** [awards@digidaymedia.com](mailto:awards@digidaymedia.com)

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