

Beat: Health

## **PURE BEAUTY AWARDS 2015 - INNOVATION AND CREATIVITY WITHIN THE BEAUTY INDUSTRY**

**Savoy Hotel - London on October 29, 2015**

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**USPA NEWS** - This year, Pure Beauty Awards will take place at the lavish Savoy Hotel in London on Thursday 29th October, which rewards innovation and creativity within the beauty industry. The awards recognise the most exciting and efficacious beauty products...

This year, Pure Beauty Awards will take place at the lavish Savoy Hotel in London on Thursday 29th October, which rewards innovation and creativity within the beauty industry. The awards recognise the most exciting and efficacious beauty products launched within the past year and the results are decided by Pure Beauty's readers, including the beauty retail staff responsible for selling your products to customers on a daily basis.

This year is set with the introduction of two new categories for private label products and celebrity beauty products as well as an updated retail innovation award.

- The new Private Label Product category will recognise the best new private label or own-label products on the market. Private label includes products manufactured by one company under another company's brand and own-label includes products that are manufactured by a particular retailer.

- The Celebrity Beauty Product category will award the best new products created and/or branded by a celebrity over the past year. It will cover all segments of the beauty industry from hair care, skin care and body care to fragrance and make-up.

This year's Retail Innovation award has been refreshed to include online retailers who may have launched a new website over the past year as well as retail stores and beauty counters that have brought something new, different and unique to the marketplace.

There are 34 awards categories open for entries, including skin care, natural and organic, hair care, body care, sun care and tanning, colour cosmetics, fragrance and male grooming, as well as retail and brand innovation.

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