

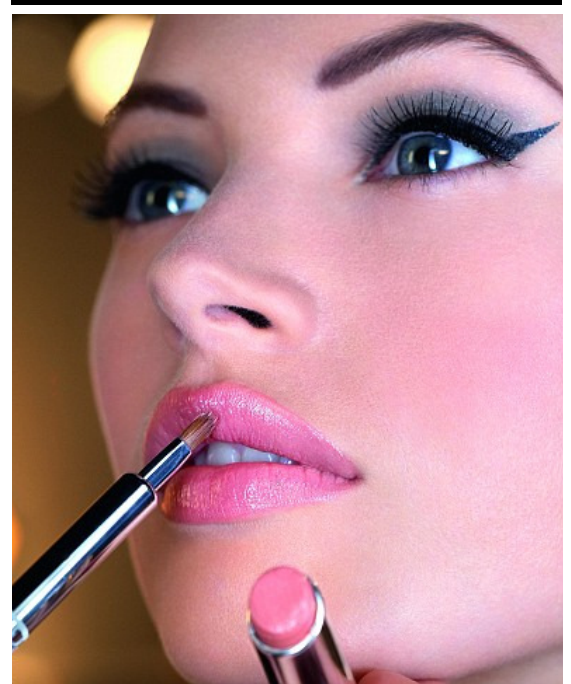
Press Release
March 2011



The UK Beauty Awards receive a make over for 2011

Brand new venue and voting system revamps the prestigious awards for it's third year

Clothes Show Live - NEC Birmingham - Friday 2 December 2011



The influential UK Beauty Awards (UKBA), which showcases the beauty industry's finest brands, has moved to Clothes Show Live following two successful years at Clothes Show London

Supported by **DIARY directory**, the UKBA 2011 recognise the very best products within the industry, set the standard for superiority and aid consumers' confidence to buy the top quality products available on the market.

New for 2011, the UKBA is moving to the UK's largest fashion and beauty event; Clothes Show Live at Birmingham's NEC on Friday 2 December 2011.

This year a carefully selected panel of industry experts including highly-esteemed beauty editors, beauty bloggers and cosmetic professionals, will vote to create the shortlist of products within the highly competitive beauty consumer market. Through a rigorous voting system they will then decide the final shortlist, before handing over to the subscribers of **DIARY directory** to cast their deciding vote and helping to deem who will be awarded the coveted UKBA 2011.

As a result, the winning products will have been chosen by a comprehensive panel of experts and therefore consumers will be able to spend their money with confidence, ensured they are purchasing the very best products.



Best New Female Fragrance 2010
Marc Jacobs - Lola



Best Use of Press Award 2010
Elizabeth Arden – Eight Hour Cream Skin
Protectant



Best New Cosmetic Product 2010
Max Factor – Second Skin Foundation

“Free from the influence of advertising spend on consumer opinion, the new judging format will highlight both the quality of the product as well as its PR work allowing the winners to cement their position as the best new and classic beauty products within the notoriously competitive market,” says **Gavin Brown, Managing Director of Haymarket Exhibitions.**

The 13 categories are:

- Best New Beauty Product
- Best New Male Fragrance
- Best New Skincare Product – Mass Market
- Best New Bodycare Product – Mass Market
- Best New Hair Product
- Best New Beauty Appliance
- Best New Organic Beauty Product in Association with *Natural Health Magazine*
- Best New Female Fragrance
- Best New Skincare Product – Luxury
- Best New Bodycare Product – Luxury
- Best New Cosmetic Product
- Best New Men’s Grooming Product
- Classic Beauty Product

All entrants will be entitled to a pair of complimentary tickets to the UKBA worth £56. Plus, the winner of each category will be awarded with a free stand at Clothes Show Live 2012 worth £6,000.

Entries for the awards are now open and close on 1 April 2011. To enter the UK Beauty Awards visit ukbeautyawards.com where you can download an application form and find out the details.

Editor’s Notes

Clothes Show Live takes place from Friday 2 December until Wednesday 7 December 2011 at Birmingham’s NEC. Now in its 23rd year, and continuing its reign as the largest fashion and beauty event in the UK, the show continues to attract over 149,000 visitors through its doors over the six days.

The winners of the UKBA will be announced live at Clothes Show Live, Birmingham within the spectacular Fashion Theatre at 12.30pm on Friday 2 December 2011. The UK Beauty Awards are open for visitors to attend; tickets will be available from June via the box office and include all day entry to Clothes Show Live and a seat in the award ceremony followed by the 45 minute Fashion Theatre catwalk showcase.

The UK Beauty Awards, supported by **DIARY directory**, has revamped its voting system for 2011. This year a selected panel of experts including beauty editors, bloggers and industry professionals, will shortlist the entered products. Crucially, the shortlisted products will **be voted for exclusively by journalists**, with the voting taking place on the **DIARY directory** website.

Contacts

For further information / Use of pictures / Interviews

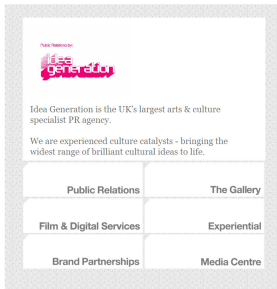
Idea Generation: +44(0)20 7749 6851

Sarah Barns: sarah.barns@ideageneration.co.uk

Anna Hartley: anna.hartley@ideageneration.co.uk

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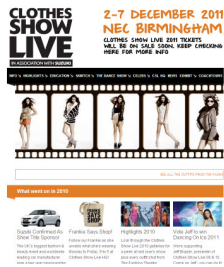
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