

Press Release
November 2011



The UK Beauty Awards 2011 Shortlist announced

Winners receive a FREE stand at Clothes Show Live 2012. Shortlist announced below.

Clothes Show Live – NEC, Birmingham - Friday 2 December 2011, 12.30pm

The shortlist for this year's UK Beauty Awards *supported by **DIARY** directory* is revealed. Winners will receive for the first time a FREE stand at Clothes Show Live 2012 to showcase their winning product.

Top brands Diva Professional Styling and L'Occitane top the shortlist with four nominations each!

The UK Beauty Awards is proud to announce its return and will this year take place at Clothes Show Live, the UK's largest fashion and beauty event on Friday 2 December 2011 at 12.30pm, the perfect addition to the six day extravaganza.

This year sees **Diva Professional Styling** and **L'Occitane** lead the way with four nominations each closely followed by **Garnier**, **Elizabeth Arden**, **Arbonne**, **Liz Earle** and **Lucy Russell Organics**, all with three.

Diva Professional Styling has been nominated **three** times in the **Best New Beauty Appliance** category and picks up a fourth nomination in the **Best New Hair Product** category.

L'Occitane is the current holder of the **Classic Beauty Product** award after winning it in 2010. This year they share the title of the most nominated brand having secured four nominations in the **Best New Beauty Product**, **Classic Beauty Product**, **Best New Men's Grooming Product** and **Best New Male Fragrance** categories.

Elizabeth Arden joins **L'Occitane** in the competitive **Classic Beauty Product** category. **Elizabeth Arden** also picks up two nominations in the **Best New Skincare Product – Luxury Brand** category.

Garnier have received three nominations for their men's and body products. They lead the way in the **Best New Men's Grooming Product** category as the only brand with two nominations. They receive a third nomination in the **Best New Bodycare Product – Mass Market** for their **Intensive 7 Days Ultra-Softening Lotion**.

In the fragrance categories, it's a great year for **Marc Jacobs** and **Boss** who have both been shortlisted in the **Best New Female Fragrance** category AND the **Best New Male Fragrance** category.

Neal's Yard Remedies will be looking to make it a hat-trick after being shortlisted once again in the **Best New Organic Beauty Product in association with Natural Health Magazine**, a category which the brand has won for the last two years.

A carefully selected panel of industry experts including highly-esteemed beauty editors, beauty bloggers and cosmetic professionals have chosen the shortlist of products in line to receive the coveted UK Beauty Award to celebrate the beauty industry's finest brands and top quality products.

Providing the ultimate platform for brands to showcase their trusted products and brand new ranges, the esteemed winners will receive for the first time a free stand at next year's Clothes Show Live. Reaching a huge, impressionable audience, the opportunity will allow brands to propel further into this highly competitive market.

After whittling down all of this year's entries, online voting took place on **DIARY** directory. The voting was open to beauty editors and journalists plus top bloggers. Voting is now closed.

Live makeovers, live shopping, live celebrities, live catwalk shows for the ultimate girls' day out – Clothes Show Live in association with Suzuki is back. This year will be its biggest and most interactive show to date and promises to **Keep Fashion Live**.



Models at Clothes Show Live 2010



UK Beauty Award Winner 2010



Shoppers at Clothes Show Live 2010

This year's shortlisted products are as follows:

Best New Beauty Product

Arbonne® - Makeup Primer
 Eve Lom® - Intense Hydration Serum
 Hissyfit® - Saving Face Foundation SPF 50+
 L'Occitane – Ultra Rich Body Scrub
 Melvita – Argan Oil
 SK-II – Skin Signature Moisturising Cream

Best New Female Fragrance

Agent Provocateur – L'Agent
 BOSS – Orange Sunset Eau de Toilette
 Calvin Klein – Calvin Klein Beauty Eau de Parfum
 Jane Packer – Jane Packer Eau de Parfum
 Katy Perry – Purr
 Marc Jacobs – Marc Jacobs Daisy Eau So Fresh

Best New Beauty Appliance

Clarisonic® - Plus Sonic Skin Cleansing
 Diva Professional Styling – Glamoriser
 Diva Professional Styling – Feel The Heat Styler
 Diva Professional Styling – Ultima 5000 PRO
 Remington® Style Professional – Pearl™ Wand
 Trivalo – Refillable Fragrance Spray

Best New Bodycare Product – Luxury Brand

Bodhi – Ylang-Ylang Incensa Sensual Bath & Shower Therapy
 Famous Dave's – Gradual 10
 Liz Earle Naturally Active Skincare – Energising Body Lotion™
 Lucy Russell Organics – The Super Balm
 Lucy Russell Organics – The Sugar Scrub
 NEOM – Organic Body Scrub

Best New Skincare Product – Mass Market

Arbonne® - RE9 Advanced™ Cellular Renewal Masque
 Dr. Nick Lowe Dermatologist – The Secret Is Out Lifting Super Serum
 Eau Thermale Avène – TriAcnéal Skin Care
 Hawaiian Tropic™ – Sensitive Face Sun Lotion
 Marks & Spencer – Formula Age Repair Ceramide Collagen Serum
 Montagne Jeunesse – Damask Rose & Marula Oil Ultra Deep Cleansing Masque

Classic Beauty Product

Davidoff – Cool Water
 Dermalogica® - Multivitamin Power Recovery® Masque
 Elizabeth Arden – Eight Hour Cream Skin Protectant
 Eve Lom® - Cleanser
 Liz Earle Naturally Active Skincare – Cleanse & Polish Hot Cloth Cleanser
 L'Occitane – Shea Butter Dry Skin Hand Cream
 Weleda – Skin Food

Best New Bodycare Product – Mass Market

Arbonne® - FC5 Cooling Foot Crème
 Garnier Body – Intensive 7 Days Ultra-Softening Lotion
 Gillette® - Venus® Spa Breeze™
 Hawaiian Tropic™ – Mango After Sun Crème
 Marks & Spencer – La Maison de Senteurs Bath Cream
 St. Moriz – Instant Self Tanning Mousse

Best New Cosmetic Product

bareMinerals – Matte SPF15 Foundation
 Benefit – the PORE fessional
 jane iredale – Mystiko™
 Max Factor – Xperience Weightless Foundation SPF10
 MeMeMe – Blush Me! Rouge
 NARS – Velvet Gloss Lip Pencil

Best New Hair Product

Batiste – Dry Shampoo With A Hint Of Colour
 Diva Professional Styling – Glamoriser
 Goody – Spin Pin
 Liz Earle Naturally Active Haircare – Botanical Shine Conditioner™
 Umberto Giannini – Glam Hair™ Backcomb In A Bottle
 Yogi – 3 in 1 Hair Curling Wand

Best New Men's Grooming Product

BrAun – Series 3-380
 Garnier – 2 in 1 Tinted Eye Roll-on
 Garnier – Caffeine Eye Roll-on
 L'Occitane – Verdon® Energy Moisturizer
 Murad® - Cleansing Shave
 Wilkinson Sword – Hydro5

Best New Organic Beauty Product in association with Natural Health Magazine

Lucy Russell Organics – The Sugar Scrub
Neal's Yard Remedies – Beauty Sleep Concentrate
Pai® - Fragonia & Sea Buckthorn Instant Hand Therapy Cream
The Green Grocery – Love Letter
UNE Natural Beauty – Breezy Cheeks Blush
Weleda – Pomegranate Firming Face Serum

Best New Male Fragrance

BOSS – Bottled. Night. Eau de Toilette
Davidoff – Champion
DVB – Beckham Intimately Yours for Men Eau de Toilette
L'Occitane – Eau de Toilette Verdon®
Marc Jacobs – Bang

Best New Skincare Product – Luxury Brand

ARTISTRY™ – ARTISTRY Intensive Skincare Renewing Peel
Elizabeth Arden – Prevage® Face Advanced Anti-Aging Serum
Elizabeth Arden - Prevage® Eye Ultra Protection Anti-Aging Moisturizer SPF15
Neal's Yard Remedies – Wild Rose Beauty Elixir
SBC Cleanse & Care – Jasmine & Evening Primrose Balancing and Clarifying Crème Shower Gel
OSKIA - Renaissance Mask
Trilogy® - CoQ10 Booster Serum

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 are now available 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, have shortlist the entered products. Crucially, the shortlisted products have **been voted for by beauty editors and journalists plus top bloggers**, with the voting taken place on the **DIARY directory** website.

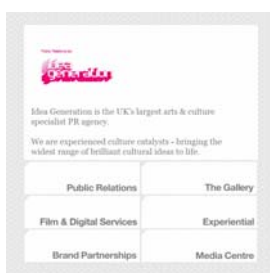
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