



CALL FOR
ENTRIES



INTRODUCING THE NEW IDEA AGELESS BEAUTY AWARDS

I'm delighted to announce the call for entries for the first ever New Idea Ageless Beauty Awards.

Every month dozens of brilliant new creams, serums, oils, and products hit our shelves promising to make us look younger. So the aim of these exciting awards, the first of their kind in Australia, is to answer the one question our readers ask us all the time, which anti-ageing products work the best?

We have 10 categories to focus on here and our winners will be chosen by a select panel of judges. Here, you'll find the entry form so you can choose the products you believe changed the face of the market in 2014. With so many amazing products to choose from we know it's going to be a tough job, but this is our chance to celebrate the wonderful innovations of the last 12 months and to give our readers a definitive guide to the best of the best.

The full list of finalists and winners will be announced in a special up-coming issue of New Idea so we look forward to hearing from you and wish you the very best of luck in these ground-breaking new awards.

Fran

*Frances Sheen
Editor, New Idea*



AWARD CATEGORIES FOR ENTRY

- 1 Multi-tasking eye cream
- 2 Hard-working moisturiser (day/night)
- 3 Super serum/face oil
- 4 Spot fader
- 5 Firming body cream (for thighs/cellulite)
- 6 Turn-back time hands
- 7 Must-have hair hydrator
- 8 Age-reversing foundation (make-up)
- 9 Most moisturising lips (make-up)
- 10 Product of the year (innovation)

***"As much as I look at ageing as a privilege
– not a guarantee – I know that a few magic
little products will make the journey all the
more beautiful for me and my girlfriends."***

– Adriana Donnola, New Idea Beauty Director

HOW TO ENTER

- ✎ Fill out the entry form on the next page
 - ✎ Type your answers on a separate piece of A4 paper and staple to the entry form.
 - ✎ On a CD or USB stick, include product shots and relevant logo as EPS and JPEG files.
 - ✎ Send six full-sized products to the address on the next page.
 - ✎ Products entered in this category must have launched on-counter between January 1, 2014 and January 1, 2015.
- ✎ **ENTRIES MUST BE SUBMITTED TO THE ADDRESS ON THE NEXT PAGE BY FEBRUARY 27, 2015.**

ABOUT THE JUDGES

The judging panel have been selected by New Idea, based on their experience and expertise in the beauty and health industry. The judges have the right to nominate entries in any category and introduce any new awards during the judging process if they feel they are warranted. The four judges for the 2015 awards are:

- *Sunrise* news presenter **Natalie Barr**
- Beauty Expert and Commentator **Michael Brown**
- Priceline Pharmacy Beauty Buying Manager **Anna Hull**
- New Idea Beauty Director **Adriana Donnola**

ABOUT THE PROCESS

After all entries have been received, they will be shortlisted and finalists will be notified. All finalists will be featured on the New Idea Facebook page as part of our reader competition, and winners will be published in the magazine. All winners and finalists will have the right to use the New Idea Ageless Beauty Awards associated logo on their product and for marketing purposes (subject to approval by New Idea). Please contact Amy Carahalios for approvals on +61 2 9394 2704 or email nibeautyawards@pacificmags.com.au.

TERMS AND CONDITIONS: 1. Information on "how to enter", "about the judges" and "about the process" forms part of the Terms and Conditions. 2. Submission guidelines are included to ensure that the entrants present their work in the best possible light for the judges. 3. Products entered must have launched on-counter between January 1, 2014 and January 1, 2015. 4. Entries may be withdrawn if they are not up to the standard required. 5. For questions regarding categories, contact Amy Carahalios for assistance on +61 2 9394 2704 or email nibeautyawards@pacificmags.com.au. 6. Entries must be submitted by 5pm on Friday February 27, 2015. 7. Beauty finalists may be required to supply more products for the final judging process. 8. In regard to return of entries, New Idea cannot accept responsibility for loss or damage to work submitted under any circumstances. While every effort will be made to keep those products marked "please keep", we cannot guarantee this will be possible. The judges' decisions are final and no correspondence will be entered into.

ENTRY FORM

Please supply the following information, typed, on a separate piece of A4 paper and attach to the entry form:

- 1 Product name and category entered.
- 2 In 200 words or less, please state why you feel your entry warrants an award in this category.
- 3 Please include the product name along with its RRP and on-counter date. In addition, please indicate if the product is a limited edition. Please note we will be accepting individual products only.

PLEASE COMPLETE IN FULL:

Full title of the category you are entering

Product and brand name

Company name

Address.....

Contact name..... Title.....

Phone number..... Email.....

PLEASE SEND ENTRIES TO:

2015 New Idea Ageless Beauty Awards
Att: Amy Carahalios
Marketing Manager
Media City, 8 Central Ave
Eveleigh NSW 2015
Ph: +61 2 9394 2704

MAKE SURE YOU HAVE INCLUDED:

- An entry form with answers.
- Answers to Part two (top of this page) on a separate piece of paper.
- A press release about the product on a CD or USB and logos
Adobe Illustrator EPS and JPEG files.
- Six full-size products

CLOSING DATE FOR ENTRIES FEBRUARY 27, 2015.

Additional entry forms can be downloaded from
www.newidea.com.au/agelessbeauty2015