



Paris, September 2009

## Beauty Challenger Awards & Beauty Organic Award 2009

4 new talents of the beauty industry awarded at Cosmeeting!

A highly awaited interlude in **Cosmeeting Beyond Beauty Paris**, the major event of the beauty industry, the Beauty Challenger Awards and Beauty Organic Award were given out at a special evening event. The jury of 45 experts announced its final decision and rewarded four new brands, the most promising of the cosmetics market.



### The Special Jury Prize: **ABSOLUTION**

The first unisex brand of customized biocosmetics. A modern brand where trends meet up with the right balance between desire for natural ingredients and culture, effectiveness and simplicity.

Web site: [www.absolution.me](http://www.absolution.me)

### The Emerging Brands Prize

(Independent brand of less than five years old, judged for the originality and consistency of a high-potential concept):

**66°30**

66°30 is the planet Earth's degree of tilt, a symbol of strength and balance, like this French, organic-certified skincare brand created for men and available starting in 2009.

Web site: [www.66-30.com](http://www.66-30.com)



### The Niche Brands Prize

(Brand distributed in selective or alternative channels meeting the criteria of quality, consistency, innovation and positioning):

**FLEURS DE BACH**

A range of beneficial products for the body and mind: with elixirs, creams, soaps and fragrances, Les Fleurs de Bach trigger desires for happiness.

Web site: [www.lesfleursdebach.com](http://www.lesfleursdebach.com)



For the first time, the **Beauty Organic Award** recognized the best organic-certified brand:

**AINY**

The brand that brings indigenous people's sacred, shamanic sciences together with the modern innovations of cosmetology to invite us to take a new look at cosmetics.

Web site: [www.ainy.fr](http://www.ainy.fr)

Now an institution, the Beauty Challenger Awards competition marks the "trends spotting" positioning of the COSMEETING trade show, which every year reveals the beauty industry's trends. From 13 to 16 September 2009, buyers and professionals from all over the world were here to explore the world of new products, creativity and renewal that is key to them.

### **The Competitors**

This year about 40 brands participated in the competition. With skincare, fragrances, spa products and accessories, the entire cosmetics world was represented. The brands were judged on innovation, differentiation, consistency, packaging, fragrance and texture.

### **THE PARTICIPANTS IN THE:**

#### **BEAUTY CHALLENGER AWARDS:**

66°30 (France) – ABSOLUTION (France) – AHRT COSMETICS (France) – AINY (France) – CINQ MONDES (France) – CONVENION COSMETICS (France) – ERBORIAN (France) – ESSENSUELLE (France) – UKA (Japan) – HILDE SOLIANI (Italy) – IDC (Canada) – JEWEL BEAUTY (France) – LABORATOIRE BIOCYTE (France) – LADY'S SECRET (France) – LES FLEURS DE BACH (France) – LES PARFUMS SUSPENDUS (France) – NEED PERLES D'ACACIA (Belgium) – NOVEXPERT (France) – OSKIA SKINCARE (UK) – PANAME (France) – PLUS KRITIK (Spain) – POMARIUM (France) – PRANAROM COSMETIQUE (France) – PRO-CARE (France) – RUSSIE BLANCHE (France) – SHANTARA (Switzerland) – SKIN MOOD (France) – YELEN (France)

#### **BEAUTY ORGANIC AWARDS:**

66°30 (France) – ABSOLUTION (France) – AINHOA (Spain) – AINY (France) – AIXALLIA (France) – BB com CIO (France) – BELIDIS NATURAL PRODUCT LABORATORY SA (France) – COSLYS (France) – ERBAVIVA (USA) – GUAYAPI TROPICAL (France) – LABORATOIRE HEVEA (Spain) – LITTLE BIG BIO (France) – MANN & SCHROEDER (France) – NOVEXPERT (France) – OCEANTE (France) – OMOYE & SOMMITAL (France) – PLANETE BLEUE (France) – POMARIUM (France) – PRANAROM COSMETIQUE (France) – PROVENCE SANTE (France) – SHANTARA (Switzerland).

**The 2008 awards saluted the brands ERBORIAN, JEWEL BEAUTY and NEED, with a Special Jury Prize for AINY.**

## NEXT BEYOND BEAUTY PARIS EVENTS

### NATURAL BEAUTY SUMMIT EUROPE

Meeting of the top names in natural cosmetics

23. 24 November 2009 – Hotel Pullman - Paris  
[www.naturalbeautysummit.com](http://www.naturalbeautysummit.com)

### BEYOND BEAUTY PARIS 2010 Paris EXPO Porte de Versailles From 12 to 15 September 2010

BEYOND BEAUTY PARIS, the event with a 360° view of the beauty and well-ness industries, is organized by ITEC France. It comprises 3 professional exhibitions:

**COSMEETING**, where beauty brands make their marks  
13.14 .15 September 2010

**CREATIVE**, the exhibition of beauty suppliers  
13.14 .15 September 2010

**EUROPEAN SPA EXHIBITION & SUMMIT**  
12.13.14 September 2010

*Pictures available on request to the Press Department*

#### Information about the Organizer

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