



Entry Kit **2027**

Glossy Beauty Awards

The Glossy Beauty Awards recognize the companies transforming the beauty industry through campaigns, initiatives, products and practices. Over the years, we've honored industry-leading work from rhode, OLAPLEX, Lancôme and Dove.

Deadlines & Entry Fees

EARLY DEADLINE	October 2, 2026	\$499 per entry
REGULAR DEADLINE	November 13, 2026	\$599 per entry
LAST CHANCE DEADLINE	January 08, 2027	\$729 per entry

Beauty Product of the Year | NEW

Recognizing the beauty product that has made the greatest overall impact on the industry, combining standout performance, consumer demand, innovation and cultural influence.

Beauty Tool of the Year | NEW

Awarding the beauty tool that has most successfully combined innovation, performance and consumer impact.

Best Ambassador Program | NEW

Awarding the brand with the most effective ambassador program, recognizing how it has recruited, activated and supported ambassadors to build lasting relationships and drive brand engagement, advocacy and impact.

Best Influencer Collaboration | NEW

Awarding the most effective collaboration between a brand and influencer, recognizing partnerships that demonstrate creative alignment, authentic storytelling and meaningful impact with the influencer's audience.

Body Product of the Year | NEW

Awarding the body-care product that has most successfully combined innovation, performance and consumer impact.

Breakthrough Product of the Year | NEW

Awarding the beauty product that has broken new ground, introducing a compelling innovation or approach that has challenged conventions and reshaped consumer expectations.

Color Cosmetic Product of the Year | NEW

Awarding the color cosmetic product that has most successfully combined innovation, performance and consumer impact across lip, eye or cheek.

Complexion Makeup Product of the Year | NEW

Awarding the complexion makeup product that has most successfully combined innovation, performance and consumer impact, including foundation, concealer, powder and other complexion products.

Dupe Product of the Year | NEW

Awarding the beauty product that has most successfully offered a compelling and accessible alternative to a higher-priced or established product.

Fragrance Product of the Year | NEW

Awarding the fragrance product that has most successfully demonstrated innovation, creativity and consumer impact.

Hair Product of the Year | NEW

Awarding the hair-care product that has most successfully combined innovation, performance and consumer impact.

Hybrid Product of the Year | NEW

Awarding the hybrid beauty product that has successfully bridged makeup with another category or function, from skincare-makeup hybrids to multi-use products such as lip and cheek color.

Men's Beauty Product of the Year | NEW

Awarding the beauty product that has most successfully addressed the unique grooming and skin-care needs of men.

Nail Product of the Year | NEW

Awarding the nail product that has most successfully combined innovation, performance and consumer impact.

Science-Backed Brand of the Year | NEW

Awarding the beauty brand that has most effectively used scientific research, testing and innovation to develop products that deliver meaningful results for consumers.

Skin-Care Product of the Year | NEW

Awarding the skin-care product that has most successfully combined innovation, performance and consumer impact.

Viral Brand of the Year | NEW

Awarding the beauty brand that has most successfully leveraged social media to generate viral moments, drive meaningful engagement and capture widespread consumer attention.

Beauty Brand of the Year

Awarding the beauty brand that has made the greatest impact on the industry through innovation, influence, growth and meaningful consumer connection.

Beauty CEO of the Year

Awarding the CEO who has best demonstrated exemplary leadership, vision and performance in guiding their company to success.

Beauty Founder of the Year

Awarding the founder who has best displayed excellence through outstanding and inspired work at their company.

Beauty Marketer of the Year

Awarding the marketer who has best demonstrated creativity, strategic thinking, and exceptional execution in promoting beauty products or brands.

Best Beauty Category Launch

Awarding a new beauty category launch that most successfully introduced a groundbreaking product or service.

Best Beauty Video

Awarding the beauty brand video that most effectively captured audience attention, drove engagement and delivered meaningful results.

Best Brand Collaboration

Awarding a collaboration (brand x brand) that has most successfully achieved campaign goals.

Best Brand/Sub-Brand Launch Campaign

Awarding the launch campaign that most effectively introduced a new brand or sub-brand, generating meaningful awareness, engagement and momentum with its target audience.

Best Event

Awarding the best execution of a beauty activation, event or event series that served as an extension of the brand.

Best Multi-Platform Campaign

Awarding the campaign that has most effectively connected two or more channels to deliver a cohesive strategy and achieve meaningful results.

Best Online Brand Experience

Awarding the beauty brand that has created the most engaging and innovative online experience, effectively connecting with consumers and strengthening brand engagement.

Best Product Launch Campaign

Awarding a launch campaign that most successfully generated awareness of a product.

Best Use of Technology

Awarding a brand whose use of new technology has most significantly enhanced the customer experience.

Breakthrough Beauty Brand of the Year

Awarding the emerging beauty brand or startup that has successfully established a core following in the industry.

Clean Beauty Brand of the Year

Awarding the beauty brand that has most successfully implemented clean beauty initiatives or launches.

Fragrance Brand of the Year

Awarding the brand that has showcased exceptional innovation in both crafting and promoting fragrance

Hair-Care Brand of the Year

Awarding the hair-care brand that has best displayed exceptional innovation and excellence in the industry.

Inclusive Brand of the Year

Awarding the beauty brand that has made the most significant contributions towards inclusivity and diversity within the industry.

Makeup Brand of the Year

Awarding the makeup brand that has best displayed exceptional innovation and excellence in the industry.



Men's Beauty Brand of the Year

Awarding the beauty brand that has best served the unique grooming and skin-care needs of men.

Most Engaged Brand Community

Awarding the brand that has built a highly engaged community around its products, services or content, fostering meaningful participation, connection and ongoing advocacy among its members.

Skin-Care Brand of the Year

Awarding the skin-care brand that has best displayed innovation and excellence in the industry.

ENTRY TIPS

Begin with favorable odds.

Search for the perfect category to enter. If you plan on entering more than one, make sure you curate your entries with intention.

Tell a compelling story.

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

Tie your results back to your campaign objectives.

Tell us what problems inspired your work, discuss how it solved them and provide KPIs for support. Remember, “the why” is just as important as “the what.”

Keep your copy short and sweet.

Award winners share three distinctive traits: they’re direct, discerning and descriptive. Judges don’t need a copy-heavy description to get the full picture.

Paint a complete picture.

Don’t just write about your work—judges want the full experience. Include supporting materials like videos, photos, and campaign art to strengthen your story.

It takes a village.

Get your team excited about your company’s submission by planning for edits together. A marketer’s eye and a copywriter’s wit might be exactly what you need to punch up your entry.

SUBMISSION

How do I start my submission?

[Submit here.](#) You will be brought to the Glossy Beauty Awards submission platform where you will be asked to register if not already.

Am I eligible to enter this program?

Case studies must be relevant to October 2025 to January 2027.

Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing amy@digiday.com.

What if my company has a juror on the judges panel?

Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

Are the entry fees per category?

Yes. Further, if you enter the same campaign into multiple categories, which companies often do, you will be charged the entry fee per category entered.

Do you offer a discount for non-profit organizations?

Digiday Media is offering a discount code to all non-profits to help aid in their submission process. If you are a non-profit organization and want to learn more, please email us at awards@digiday.com.



Contact awards@digidaymedia.com
