



Call for entries

1st - 20th December 2022

Clean beauty and wellness brands that align with the criteria set by the “Loved By” The Green Edit stamp are invited to enter up to 3 hero products from their brand, there are 12 categories in which to enter.

the green edit.



BEST OF THE GREEN EDIT AWARD INFO PACK



Best of The Green Edit award

CATEGORIES INCLUDE, THE BEST:

1. Makeup Product
2. Skincare Product
3. Lip Product
4. Hair Product
5. Beauty Tool
6. Inner Beauty Supplement
7. Sunscreen
8. Perfume
9. Body Product
10. Australian Beauty Product
11. Sustainable Product
12. New Product Launch - launched within 12 months

PRODUCTS WILL BE JUDGED BASED ON THE FOLLOWING CRITERIA:

Functionality, texture, scent, ingredients, performance, packaging and social responsibility.

All products entered are automatically entered into the Editor's Choice and The People's choice awards.



* Our panel of beauty experts

We are proud to offer the the top 5 finalists in each category the unique distribution opportunity to introduce their brand and product to international and Australian retailers so they too may experience the very best of Australian beauty.

STAGE 1 - CALL FOR ENTRIES 1st - 20th December 2022

- Clean beauty and wellness brands that align with the criteria set by The Loved By The Green Edit stamp [view here](#) are invited to enter up to 3 hero products from their brand, there are 12 categories in which to enter.

Each brand is initially required to send 2 of each product they are entering. All entries will be initially tried and tested by Cathy Tolpigin, Erin Hawken and Laura Burns who will select 5 finalists in each category.

STAGE 2 - FINALISTS ANNOUNCED 16th January 2023

- Finalists have one week to send 6 additional products for the second round judging panel consisting of international and Australian and retailers including Elena Severin, Robyn Doyle, Alex Wilson, Yvette Wyeth, Elise Wilson and Clare McGrowdie.

Winners will be announced at The Green Edit showcase event in front of media and retailers on the 16th of March 2023.

ROUND 1



Laura Burns
Celebrity Makeup Artist
New York



Cathy Tolpigin
The Green Edit
Sydney



Erin Hawken
Nourished
Netherlands

ROUND 2



Robin Doyle
Beautyologie
Los Angeles, USA



Elena Severin
The Detox Market
Los Angeles, USA



Alex Wilson
Heartwood
Western Australia



Clare McGrowdie
Bond Clean Beauty
Sydney



Elise Wilson
Are Media
Sydney



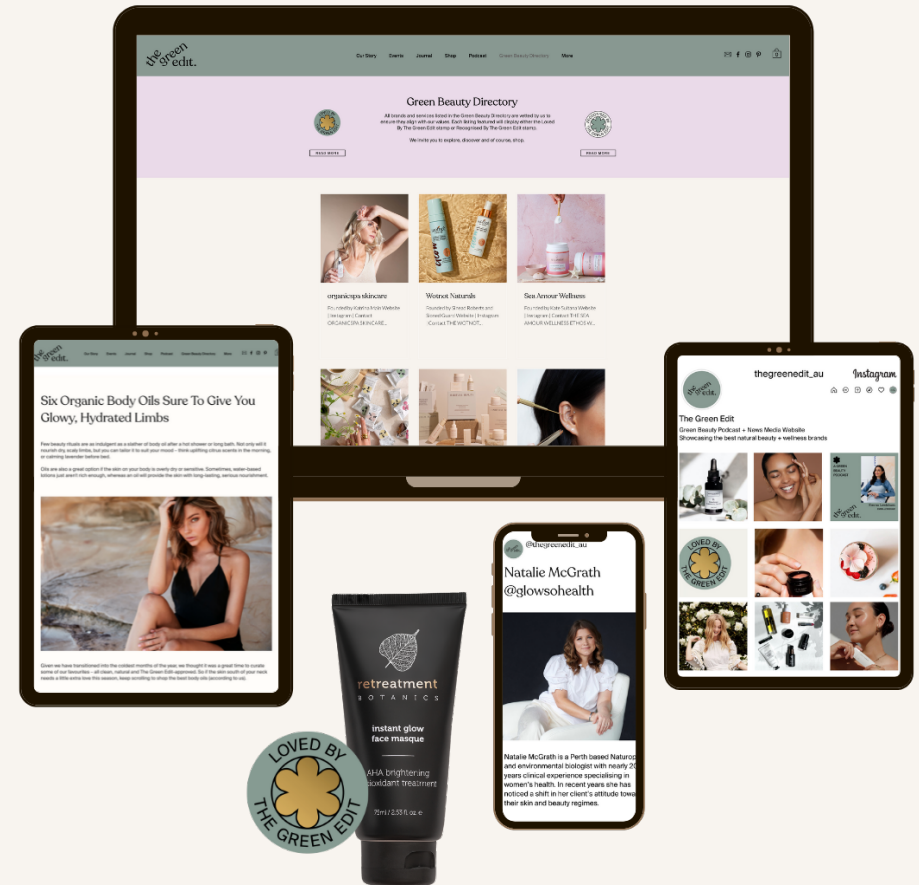
Yvette Wyeth
Active Skin
Sydney



Beauty directory listing + digital promotional

Join The Best of The Green Edit award and our conscious community to enjoy the following inclusions:

- 3 Entries to The Best of The Green Edit Awards 2023
- Listing in The Green Beauty Directory - 6 months
- Loved By the Green Edit stamp logo - 6 months usage licence
- 1 Instagram Grid + 1 Story Post @thegreenedit_au
- 1 Editorial feature in The Green Edit Journal
- 1 Product feature in The Green Edit consumer Edm - curated by us
- 1 Virtual Fireside Chat - featuring an industry expert





How to enter

Firstly, ensure your brand and products align with the criteria set by the “Loved By” The Green Edit stamp:

Each brand may enter up to three products. Call for entries 1st - 20th December:

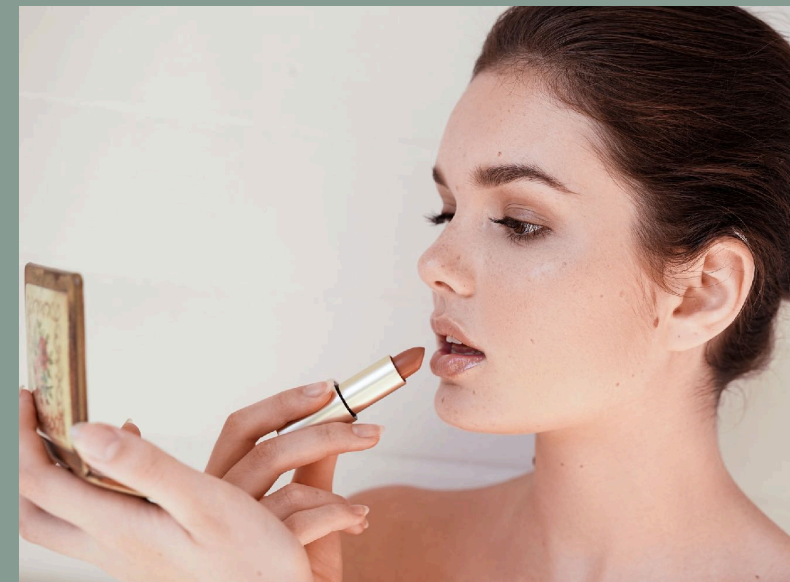
1. Once payment has been made you will be sent an online form to register each product for the award.
2. Send two units of each registered product to The Green Edit HQ in Sydney. Address will be supplied once payment is made and online registration form has been submitted by brand.

Entries close at 6pm on 20th December 2022

Finalists announced 16th January 2023 and will be notified by email. Please ensure that you have 6 units of the product you entered so that it can be sent to judges for stage 2 judging.

Award winners will be announced at The Green Edit Media Event on the 16th of March 2023.

Winners of the award are required to bring 1 unit of their winning product to The Green Edit brand showcase event 16/03/23 to display and send 1 unit of their winning product to The Green Edit HQ in Sydney by 21st of March 2023 for a consumer giveaway.





Frequently asked questions



Ensure your brand and products align with the criteria set by the “Loved By” The Green Edit stamp [view here](#)

1. HOW MANY PRODUCTS CAN I ENTER?

You may enter a maximum of three products.

2. WHAT IF I ONLY HAVE ONE PRODUCT IN MY PRODUCT RANGE?

You may enter the same one product into three appropriate categories.

3. IF I ENTER ONE PRODUCT INTO THREE CATEGORIES AM I REQUIRED TO SEND THREE OF THE SAME PRODUCT?

No just send two units of the one product you are entering and it will be judged across each of the categories you enter. Just fill out the award registration form to indicate the categories you are entering the one product into.

4. IF MY PRODUCT DOES NOT GET SELECTED AS A FINALIST, WILL MY PRODUCTS BE SENT TO THE AUSTRALIAN AND INTERNATIONAL JUDGES?

No, only the five finalist products in each category will be sent for second round judging.

5. WHAT HAPPENS IF MY PRODUCTS DO NOT ARRIVE AT THE GREEN EDIT HQ BY THE 20TH OF DECEMBER 2022?

Products that arrive after 16/12/2022 will not be included in the award and will be available for immediate pick up, if not picked up within 5 days, they will be donated to our chosen charity.

6. HOW MANY PRODUCTS DO I SEND?

For first round judging, please send two of each product you are entering into the award, these will be judged by our first round judges who will select the finalist products.

For example if you enter three products, the requirement is to send two units of each product which would mean sending a total of 6 products. If you are entering two products, then a total of four units must be sent, if entering one product, just send two units of the same product.

7. IF MY PRODUCT IS SELECTED AS A FINALIST, WHAT NEXT?

Finalists will have one week to send 6 additional products to The Green Edit HQ, which will then be sent to International and Australian retailers for second round judging. Winners will be announced at The Green Edit Media Event on the 16th of March 2023.

8. CAN I CONTACT THE JUDGING PANEL DIRECTLY REGARDING MY PARTICIPATION AT THE GREEN EDIT OR TO FOLLOW UP ABOUT THE AWARD?

No. Judges may not be contacted directly by individual brands, please email any queries to cathy@thegreenedit.com.au

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Celebrating the
incredible work of
beauty and wellness
brand founders who put
in the work to create
ethically.