

2023

6th edition



APPLICATION FILE OF THE INNOVATION AWARD

PRODUCT AND SERVICE

APPLICATION FILES

UNTIL 02/06/2023

AWARDS

10/09/2023

An event organized in partnership with

MICB
by Beauté Sélection

L'ECLAIREUR



The MCB by Beauté Sélection trade show, the leading hairdressing and beauty event, is pleased to announce the opening of the 2023 Product and Service Innovation Award for a 6th edition.

This annual event, organized in partnership with L'Éclaireur, rewards professionals for their ability to innovate and renew themselves in terms of their product offering.

The jury will endeavor to reward initiatives of different scales in each category in order to show the diversity of the contributions of the actors of hairdressing and beauty.

For the 6th edition, the Award is associated with the Victoires de la Beauté. In a selection of categories, the finalists will have the opportunity to have their products tested by a panel of consumers in the hope of winning a Victory for Beauty.

The award ceremony will take place on Sunday September 10 in Paris during the MCB by Beauté Sélection trade show.

We are counting on your participation to make this new edition a success.

Christophe Gabreau

SELECTION RULES

AWARD GOALS

- Promoting innovations and new products in the sector
- Reward projects that demonstrate the best innovations
- Train the entire ecosystem of the hairdressing and beauty sector in this approach to excellence

A JURY OF PROFESSIONALS

The jury will be composed of:

- General Management, Marketing Department, supplier company in the sector
- digital specialist
- Retail specialist
- Trend agency
- CSR expert

A CONSUMER JURY **NEW**

In partnership with the Victoires de la Beauté, a jury of consumers will be able to test the products of the nominees in two categories.

THE SCORING CRITERIA

The jury sets out to assess:

- Ability to transform the business
- Differentiating and innovative character of the product or service within its own category
- Presentation of convincing results for the company, customers and stakeholders

PROMOTION OF PRIZE WINNERS

The winners will be unveiled on September 12 at the MCB by Beauté Sélection show. The results will be relayed by L'Éclaireur, partner of the Award.

THE CATEGORIES

1 - HAIR COSMETICS - SHAMPOO

Is included in hair cosmetics - shampoo: hair cleaning products (lotions, powders, shampoos)

2 - HAIR COSMETICS - CARE

Is included in hair cosmetics - care: products for waving, straightening and fixing hair, hair care products (lotions, creams, oils) and styling products (lotions, lacquers, etc.)

3 - HAIR COSMETICS - COLORING

Is included in hair cosmetics - coloring: all hair coloring products.

4 - HAIR COSMETICS - QUICK SERVICE

Is included in this category: all hair products that allow professionals to save time during a service.

5 - BODY & FACE COSMETICS

Is included in body and face cosmetics: creams, emulsions, lotions, gels and oils for the skin, beauty masks, foundation, powders for make-up and for body hygiene, preparations for the bath and shower, sunscreen products, tanning products, anti-wrinkle products, shaving products, make-up and make-up removal products and products intended to be applied to the lips, nail care, gel, acrylic powder, gel semi-permanent, nailart, eyelash extension, eyelash enhancement...

6 - FURNITURE & LAYOUT

Included in this category: all furniture and layout solutions developed for salons and institutes.

7 - EQUIPMENT AND ACCESSORIES

Is included in this category: all the equipment and accessories intended for hairdressing salons or beauty salons such as electrical equipment (hair dryers, straighteners, iron...), brushes, accessories for cutting (scissors, razor ...), kits and carrying cases for tools, massage accessories, etc.

8 - PACKAGING

Included in this category are: all innovations that relate to the packaging of the product.

9 - DIGITAL

This category includes: any digital service innovation such as applications, software, etc.



HOW TO PARTICIPATE

PARTICIPANT PROFILE

The participants in the Innovation Award are brands offering innovative products that fall into the categories presented above.

QUALIFYING PERIOD

You can submit any product created, developed or distributed within the last 12 months.

FILING OF FILES

Applications can be submitted until June 02, 2023.

Under no circumstances may a registration be canceled or withdrawn after this date.

PRESENTATION OF THE FILE

The participation file must include the following elements:

- The completed and signed registration form
- A complete innovation presentation file:
- Reminder of the category(ies) in which you wish to participate
- A summary of the project
- The problem and the objectives
- A full description of the innovation
- Key project performance figures
- HD photos and/or videos
- Any document appended to the understanding of the project

All files should be sent to: pdulez@standing-events.com

WHO CAN PARTICIPATE?

Participants in the following categories will be eligible for the Victoires de la Beauté:

- Hair Cosmetics - shampoo
- Hair Cosmetics - care

Following the votes of the jury of professionals, the three nominees in each of these categories will be able to participate in the Victoires de la Beauté

THE PROCESS

1. Documents to be provided for Consumer Tests:

- A safety certificate for each product (provided).
- The INCI list of the product(s).
- The consumer target for each product (age; gender; hair type; special requirement...).
- Detailed protocol for use: Frequency and duration of daily or weekly use... Total duration of the tests to perceive the benefits of the products (from 2 weeks to 3 months)
- Advice for use and application, precautions for use.
- The technical sheet or presentation of the product(s), the properties (indications and contraindications, adverse effects).
- A descriptive text of the product(s) in 4 to 5 lines

These documents must be sent in the event of appointment by June 30 at the latest.

2. Top Innovation information:

As the innovation is rated by consumer testers, you must answer and argue the following 3 questions:

- a) The interest of the innovation?
- b) The objective of the innovation?
- c) What does this product bring new to the market?

3. Sustainability goals

This point is based on the United Nations Sustainable Development Goals (SDGs No. 12, 13, 14 and 15). In order to improve their overall score, candidates can claim from 2 to 5 commitments related to sustainability among the items proposed in the appendix to the file.

Any commitment must be based on evidence (supporting documents, certifications, attestations).

4. Quantity of products for testing to be sent

50 products, i.e.: 47 in the blind + 3 with the pack (for testing, control, and drafting of the test protocol).

If, however, the candidate is unable to provide unmarked samples, the organizer will ensure the anonymity of the products, a lump sum of €390 excluding tax will then be collected.



REGISTRATION PROCESS

REGISTRATION STEPS

To submit your projects for the Grand Prix, here are the steps to follow:

- Step 1: Send your participation file with the completed registration form to the following address: pduetz@standing-events.com
- Step 2: Our team confirms your participation by e-mail
- Step 3: Your file is presented to the Grand Prix jury
- Step 4: The jury selects 3 nominees per category
- Step 5: Transmission of the elements for the Victoires de la Beauté for the selected nominees of the categories concerned
- Step 6: Your product is presented in the Innovation area of MCB by BS
- Step 7: Award Ceremony at the MCB by Beauté Sélection on Monday September 12

RESULTS PROMOTING

The award ceremony will be an opportunity to unveil the nominated products and highlight the awards given in each of the categories.

The nominees and the winners will be published on the communication media of L'Éclaireur (newsletter, magazine and social networks), MCB by BS (newsletter, website and social networks) and Les Victoires de la Beauté.

CONTACT AND INFORMATION

Pauline Duez
Standing Events

Email: pduetz@standing-events.com
Tel: +33 (0)3 28 07 78 74



REQUEST TO PARTICIPATE

Company:

Address :

ZIP code / City:

Responsible for sending items:

Firstname, name :

Capacity:

Phone:

E-mail :

Category in which you participate:

- Hair cosmetics - shampoo
- Hair cosmetics - care
- Hair cosmetics - coloring
- Hair cosmetics - quick service
- Body & face cosmetics
- Furniture and layout
- Equipment & Accessories
- Packaging
- Digital

What is the point of your product?

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What is the goal of your product?

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What does this product bring new to the market?

I agree to participate in the Victoires de la Beauté if nominated in the hair care and shampoo categories

Signature :

(preceded by the words "Read and approved")

GENERAL CONDITIONS OF PARTICIPATION

These general conditions of participation apply to all candidates for the Innovation Award:

Any company or group of companies submitting one or more application files for one or more categories of the Award is considered to be a candidate.

The Award is organized by the MCB by Beauté Sélection, a brand of the company Beauté Diffusion Events located at 47 avenue de Flandre, 59290 Wasquehal, in partnership with the magazine l'Éclaireur.

As part of his application(s), the candidate declares to have read:

- of these General Conditions of Participation

- as well as all the information indicated in the registration file among others, and which will be necessary for his participation in the Grand Prix de l'Innovation for which he is applying.

Any submission of application(s) for an Innovation Grand Prize implies full and complete acceptance of these General Conditions of Participation, without reservation or restriction.

1 / Insurance and liability

1-1 As organizer of the Grand Prix de l'Innovation, MCB by BS is responsible for all insurance obligations relating to the conduct of its events.

1-2 MCB by BS cannot be held liable in the event of loss, theft, or total or partial destruction of application files, multimedia elements or physical elements sent by the candidate (magazines, flyers, mailings, photos, goodies, packaging, product, etc.) due to:

- a malfunction of the postal service, a courier service, or transport (delay in delivery or loss)
- Any other fortuitous event occurring throughout the application selection process

The loss, theft, or total or partial destruction of application files, multimedia elements or physical elements sent by the candidate cannot give rise to any damages.

2 / Conditions of participation

- You will be able to modify your application after sending, until the deadline for sending applications (closing date for registrations). Under no circumstances may an entry be modified, canceled or withdrawn from the competition after the closing date for entries.
- Please ensure that the information provided is correct, as it may be used for the presentation of the winners in the MCB by BS and l'Éclaireur communication media and during the award ceremony. The contacts (requested) are used to send you the entry badges to the MCB by BS show for the award ceremony.
- The videos (case presentation, films, etc.) are likely to be broadcast on MCB by BS media (newsletter, website, live from the event). You must own the rights of any kind (music, image, logo) and guarantee MCB by BS for this purpose.
- You can participate in several categories, if the project meets the criteria of the categories in question.

3 / Conditions of cancellation by MCB by Beauté Sélection

3-1 Force majeure: Is considered as a case of force majeure, any event fulfilling the criteria set by the Civil Code and the case law of the French courts, and likely to prevent MCB by BS either from fulfilling its obligations, or from lead to a delay in the performance of its obligations. We reserve the right, in particular in the event of force majeure, or a fortuitous event, to adjourn, postpone or cancel the Grand Prix, without the candidate being able to claim any compensation for any reason whatsoever. MCB by BS undertakes to do everything in its power to adapt to new circumstances and to limit the duration and effects of fortuitous event or force majeure.

3-2 In the event that the number of candidates and/or files submitted for a Grand Prize is deemed insufficient, MCB by BS reserves the right to cancel the Grand Prize in question.