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# CALL FOR ENTRIES

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# INTRODUCING THE NEW IDEA LOOK YOUNGER BEAUTY AWARDS

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**A**fter last year's amazing response, I'm delighted to announce the call for entries for the second New Idea Look Younger Beauty Awards.

Every week, New Idea's beauty team bring our readers the latest in creams, serums, oils and new products promising to make us look and feel younger – and this is our chance to rate the best of the best.

We have more categories than last year – 14 in total – and our winners will be chosen by a select panel of judges who will test and try each product entered. Here, you'll find the entry form so you can choose the products you believe have changed our readers' lives in the past 12 months. With so many amazing new innovations to choose from, we know it's going to be a really tough job, but this is our chance to celebrate and thank you for all the wonderful products you give us to write about. You know as well as we do the passion that our readers have for this market!

The full list of finalists and winners will be announced in a special upcoming issue of New Idea so we look forward to hearing from you – we can't wait to include you in this exciting opportunity!

*Fran*

*Frances Sheen  
Editor, New Idea*



# AWARD CATEGORIES FOR ENTRY

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- 1 Cleansers that change your skin
- 2 Hardworking moisturiser (day/night)
- 3 Eye cream that works miracles
- 4 A better bod (scrub, moisturiser, tanning)
- 5 Turn-back-time hands (creams, nail polish)
- 6 Best base (primers, CC, BB, concealer)
- 7 Eye openers (mascara, eyeliner)
- 8 DIY face masks
- 9 Drop-five-years foundation
- 10 Super serum/face oil
- 11 Must-have hair hydrator
- 12 Lush Lips
- 13 Younger smile (teeth whitening)
- 14 Product of the Year (innovation)

*'Passing on knowledge of what beauty products really work is the best part of my job. I love that these awards provide a concise list of new buys that will help you become a more beautiful version of yourself.'*

*- Adriana Donnola, New Idea Beauty Director*

# HOW TO ENTER

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- ☞ 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 or JPEG files.
  - ☞ Send six full-sized products to the address on the next page.
  - ☞ Products entered in this category must have launched on-counter in the 2015/2016 financial year.
- ☞ ENTRIES MUST BE SUBMITTED TO THE ADDRESS ON THE NEXT PAGE BY MAY 20, 2016.**

## 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, Twitter and Instagram pages as part of our reader competition, and winners will be published in the magazine. All winners and finalists will have the rights to use the New Idea Look Younger Beauty Awards associated logo on their product and for marketing purposes (subject to approval by New Idea). Please contact Heather Howell for approvals on +61 2 9394 2704 or email [nibeautyawards@pacificmags.com.au](mailto:nibeautyawards@pacificmags.com.au).

TERMS AND CONDITIONS: 1. Information on 'How to enter' 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 must have launched on-counter in the 2015/2016 financial year. 4. Entries may be withdrawn if they are not up to the standard required. 5. For questions regarding categories, contact Heather Howell for assistance on +61 2 9394 2704 or email [nibeautyawards@pacificmags.com.au](mailto:nibeautyawards@pacificmags.com.au). 6. Entries must be submitted by 5pm on Friday, May 20, 2016. 7. Beauty finalists may be required to supply more product 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 fewer, 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  
2016 New Idea Look Younger Beauty Awards  
Attn: Heather Howell  
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 stick and logos as EPS or JPEG files
- Six full-size products

**CLOSING DATE FOR ENTRIES  
MAY 20, 2016**