

Cosmetics &Toiletries[®]



ALLĒ AWARDS

It's go time! Enter the 2024 *Cosmetics & Toiletries (C&T) Allē Awards* today – the **extended deadline is Sept. 7, 2023**. The *C&T Allē*s, presented by C&T and Allured Business Media, bring behind-the-scenes ingenuity in cosmetics and personal care R&D into the spotlight. It's your time to shine!

Put your best beauty "foot" forward. Entry types include the following.

- Cosmetic ingredients (actives and bases)
- Chassis/blends (**new category!**)
- Finished formulas (indie, mass and prestige)
- Testing methods/tools
- Digital technologies (consumer and business users)
- Commercial devices (**new category!**)

Ingredients, chassis/blends and formulas are further classified by the following categories:

- Anti-aging,
- Bath/Shower,
- Color Cosmetics,
- Hair/Scalp Care,
- Natural/Bio-derived (**new category!**),
- Microbiome-focused,
- Nutricosmetics,
- Skin Care,
- Sun/Light Protection and
- Toiletries (Hygiene, AP/Deo, Oral Care & Intimate Care).

Eligible entries must have been **initially launched or implemented between June 1, 2022, and Oct. 31, 2023** (entries can be submitted pre-launch). Each submission requires the paid fee (US \$425) and supporting documents. See www.CosmeticsandToiletries.com/awards for additional details.

Our esteemed panel of judges, hailing from Shiseido, L'Oréal, Goop, The Estée Lauder Cos. and many others, will review and rate each entry. Finalists will be announced in November 2023 and winners will be celebrated at an exclusive red carpet-style dinner gala, to be held on **March 6, 2024, at the Millennium Biltmore in Los Angeles**, alongside our *Beauty Accelerate* event.

"The *C&T Allē Awards* is both a celebration of the best and motivation for future developments and innovations," wrote Hemali Gunt, Ph.D., head of clinical and scientific affairs at Burt's Bees and one of the awards judges.

"Our R&D team, when they look at this award, they treat it like a Nobel Prize for cosmetics," said Arron Yang, CEO of Dr. May/Shiny Brands Group, whose B3 Acne Solution won the 2022 *Allē* for Most Significant Skin and Body Care Formula in the mass product category.

"The *C&T Allē Awards* dinner and celebration is an absolute delight," said Rachel Grabenhofer, managing scientific editor, *C&T*. "It's great fun to get the amazing minds behind the industry's most beloved beauty and personal care products out of their labs and into the spotlight to recognize the heart and soul they've poured into their work. We hope you'll join us!"

For more information, visit www.CosmeticsandToiletries.com/awards.