

# Application Guidelines 2021



SPA  
AWARDS  
2021



## Application

In 2021, our jury will confer the 25th Spa Award to the best wellness products and spa concepts as well as innovations in the sectors of high-tech beauty, organic wellness and selfcare from over 37 countries across the globe.

Like last year, you can apply for the Spa Awards 2021 under different categories.

**The application deadline is 7 February 2021**

Your application for any of the categories must be submitted online at: [www.spa-awards.de](http://www.spa-awards.de)

### Categories 2021:

Facecare Prestige

Facecare Lifestyle

Haircare

Hightech Beauty (Face/Body)

Organic (Face/Body)

Selfcare (Face/Body)

Spa Concepts



## Application Guidelines

1. Your concept must meet the listed criteria and embody the spa philosophy – an absolute harmony of body, mind and soul.
2. Your application must be submitted online via the Spa Awards website ([www.spa-awards.de](http://www.spa-awards.de)). There, you can simply answer the questions listed, and upload images and your digital media kit. The application deadline is 7 February 2021.

### **IMPORTANT!**

Do not send any products in the first step of the application. The jury will prepare a shortlist of applicants for each category at the end of the application stage. We shall notify the shortlisted companies by email in early February, and request them to send us 10 original products for testing. The test stage shall take place from mid-February to mid-April. Applications received before the application period will not be considered.

3. For inquiries regarding the application, please send an email to [spaawards@ad-alliance.de](mailto:spaawards@ad-alliance.de)



## The Spa Awards

The Spa Awards have been hosted annually since 1996. In a constantly growing beauty and wellness market, the renowned jury has made it its aim to set a standard for quality in 37 countries.

The Spa Awards are thus one of the most important international awards in this sector. Awards in this competition only go to products and concepts that embody the holistic spa philosophy of contributing to the wellness of the skin and body, and inspire with innovative services.

In 2021, the best products and innovations will receive awards in the following categories, some of which have been newly introduced:

### Categories 2021:

Facecare Prestige

Facecare Lifestyle

Haircare

Hightech Beauty (Face/Body)

Organic (Face/Body)

Selfcare (Face/Body)

Spa Concepts



## Facecare Prestige

For outstanding face-care products based on years of research and new technologies. With their luxurious textures, exclusive ingredients, and extremely high-quality jars, these products meet the highest demands and promise an out-of-the-world, indulgent experience.

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Only one single product may be sent with the application (please do not submit an entire product range). The product is suitable for this category if it meets the following criteria:

### **Pampering effect**

This concept reflects the holistic approach of the spa philosophy. The luxurious products, with their soothing aromas, texture, ingredients and their overall application, give the user an exceptional spa experience.

### **Effectiveness**

The luxurious products improve the skin and deliver on their promise of being effective.

### **Distribution**

Only concepts that are available in retail and online shops may be entered in the contest.

### **Launch date**

The care product was launched in the German market after October 2019. Please mention the exact launch date in your application.



## Facecare Lifestyle

For care products that fulfil the holistic approach of the spa philosophy beyond the luxury sector, and give the user an unadulterated care experience.

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Only one single product may be sent with the application (please do not submit an entire product range). The product is suitable for this category if it meets the following criteria:

**Pampering effect**

Your product should noticeably nourish the skin and help it in its functions.

**Effectiveness**

The product improves the skin and delivers on its promise of being effective.

**Distribution**

Only products that are available in retail and online shops may be entered in the contest.

**Launch date**

The care product was launched in the German market after October 2019. Please mention the exact launch date in your application.



# Haircare

For luxury haircare products (e.g. treatments, hair tools, nutritional supplements, also organic products) that fulfil the holistic approach of the spa philosophy, and give the user an unadulterated haircare and/or styling experience.

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Only one single product may be sent with the application (please do not submit an entire product range). The product is suitable for this category if it meets the following criteria:

**Pampering effect**

Your product should contain a high-end selection of ingredients and improve hair texture.

**Effectiveness**

The product pampers the hair and delivers on its promise of being effective.

**Distribution**

Only products that are available in retail and online shops may be entered in the contest.

**Launch date**

The care product was launched in the German market after October 2019. Please mention the exact launch date in your application.



## Hightech Beauty

For innovative technologies that represent one of the cosmetic trends of the year and have a special solution in the facial and body care sector (e.g. apps, skincare tools, LED masks, AI concepts).

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Only one single product may be sent with the application (please do not submit an entire product range). The product is suitable for this category if it meets the following criteria:

### **Effectiveness**

The product is the result of an exceptional technological innovation. It uses the latest technology, pampers the skin and helps it in its functions.

### **Holistic approach**

This concept reflects the holistic approach of the spa philosophy.

### **Distribution**

Only concepts that are available in retail and online shops may be entered in the contest.

### **Lancierung**

The product was launched in the German market after October 2019. Please mention the exact launch date in your application.





# Organic

For natural product concepts that are consistent with the specifications of the various quality labels (e.g. BDIH, NaTrue, Eco-cert, Cosmebio, COSMOS-Standard, Neuform-Qualität, etc.) and made predominantly using organic and fair trade raw materials and controlled organic farming. This category also takes into account ethical aspects such as environmental protection, sustainability and fairness, also towards the people involved in the manufacturing of the products.

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Only one single product may be sent with the application (please do not submit an entire product range). The product is suitable for this category if it meets the following criteria:

## **Sustainability**

Sustainability here refers to eco-friendly packaging concepts.

## **Holistic approach**

This concept reflects the holistic approach of the spa philosophy.

## **Effectiveness**

The product pampers the skin and helps it in its functions. The product is made using high-quality natural ingredients.

## **Distribution**

Only products that are available in retail and online shops may be entered in the contest.

## **Launch date**

The care product was launched in the German market after October 2019. Please mention the exact launch date in your application.



## Selfcare

This category is for products, tools and concepts that appeal to the senses, have an aspect of indulgence, and a balancing, healing effect on the skin as well as on the body and mood (e.g. masks, baths, gemstone tools, CBD oil, nutritional supplements). The products and concepts are either part of the tradition of proven healing techniques or use a groundbreaking approach that helps the body and mind in the long term.

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Only one single product may be sent with the application (please do not submit an entire product range). The product is suitable for this category if it meets the following criteria:

### **Holistic approach**

This concept reflects the holistic approach of the spa philosophy.

### **Effectiveness**

The aim is not only visible relaxation of the body, but also a solution to problems regarding various skin needs.

### **Distribution**

Only products that are available in retail and online shops may be entered in the contest.

### **Launch date**

The product was launched in the German market after October 2019. Please mention the exact launch date in your application.



# Spa Concepts

## **Location**

Whether in hip metropolises or beautiful natural landscapes, this category is aimed at both exclusive, 5-star hotel spa concepts as well as exceptional day spa concepts that go beyond the usual agenda of indulgence.

## **Design and philosophy**

The sophisticated architecture and interior design capture the leitmotif of the spa concept (pure, exotic, luxurious, etc.) in a unique manner. The focus is holistic indulgence and a sustainable relaxing experience.

## **Spa area**

The excellently designed, treatment rooms are state of the art. In addition to the various relaxation, massage and beauty cabins, there are inviting relaxation zones, a pool and sauna area, and a fitness area.

## **Spa services**

Luxurious pampering: authentic treatments appropriate to the region using exclusive product lines as well as an extensive range of solutions for various problems (from anti-ageing to detox) are a matter of course. Additional body and mind-related services or exclusive retreats are the icing on the cake.

## **Spa cuisine**

It meets the highest gourmet standards. Modern nutritional concepts and individual dishes for various dietary requirements are additional features of the menu that set the kitchen apart from others.

*Note: Depending on the development of the current Corona situation, the hotel and spa concepts will be evaluated through virtual tours, etc.*



## Contact

If you have any queries regarding your applications, please do not hesitate to contact us at:  
[spaawards@ad-alliance.de](mailto:spaawards@ad-alliance.de)

Apply online now at:  
[www.spa-awards.de](http://www.spa-awards.de)

The application deadline is **7 February 2021**

Spa Awards ceremony date:  
12 June 2021

