



SPA
AWARDS
2023

APPLICATION GUIDELINES 2023

FACECARE PRESTIGE

FACECARE LIFESTYLE

HAIRCARE

ORGANIC (FACE/BODY)

SELFCARE (FACE/BODY)

SPA CONCEPT

MEDICAL SPA

APPLICATION

In 2023, our jury will confer the 26th 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 2023 under the following categories:

FACECARE PRESTIGE

FACECARE LIFESTYLE

HAIRCARE

ORGANIC (FACE/BODY)

SELFCARE (FACE/BODY)

SPA CONCEPT

MEDICAL SPA

The application deadline is 31 October 2022.

Your application for any of the categories must be submitted online
at: www.spa-awards.de

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.spaawards.de). There, you can simply answer the questions listed, and upload images and your digital media kit. The application deadline is 31 October 2022.

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.

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 2023, the best products and innovations will receive awards in the following categories, some of which have been newly introduced:

FACECARE PRESTIGE

FACECARE LIFESTYLE

HAIRCARE

ORGANIC (FACE/BODY)

SELFCARE (FACE/BODY)

SPA CONCEPT

MEDICAL SPA

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.

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 2021. 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.

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 2021. 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.

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 2021. 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.

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 highquality 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 2021. 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.

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 2021. Please mention the exact launch date in your application.

SPA CONCEPT

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 antiageing 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.

MEDICAL SPA

Location

Whether as an extraordinary medical day spa concept or a luxurious health resort: this category is aimed at exclusive and holistic health concepts with a "life changing approach". In addition to professional check-ups, analyses and individual medical care, coaching, workshops, lectures and courses are designed to inspire body and mind. The aim is to bring health, well-being and performance into harmony.

Design and philosophy

The 5-star hotel focuses on modern and functional architecture with high-quality materials. The medical services are provided without a clinical hospital atmosphere. Appealing lighting, music and scent concepts also ensure the feel-good factor, accompanying guests during their stay on a journey from everyday life into a world of peace, inspiration, healing and relaxation.

Spa area

In addition to the various relaxation, massage and beauty cabins, there are medical treatment rooms and inviting relaxation zones. Outdoor and fitness areas are an ideal complement.

Medical Programme

Medical diagnostics and therapies complement extraordinary body & mind and holistic coaching offers. These set new impulses that have a lasting effect on everyday life. Holistic treatments and a range of problem-solving programmes (from anti-aging, detox, sleep therapy, pain therapy) are just as much part of the basic repertoire as excellently trained doctors and medical specialists, such as osteopaths. In addition, the resort scores with exclusive retreats and guest experts from the fields of yoga, nutrition, lifestyle, meditation, energy work and anti-burn-out.

Spa cuisine

It stands up to the highest gourmet demands. Modern nutritional concepts with wholefoods and individual offers for intolerances are additional features of the menu and cuisine.