



APPLICATION GUIDELINES 2025

FACECARE PRESTIGE

FACECARE LIFESTYLE

HAIRCARE

ORGANIC & CLEAN (FACE/BODY)

SELFCARE (FACE/BODY)

DROGERIE FAVORITEN

SPA CONCEPT

HEALTH SPA

APPLICATION

In 2025, our jury will award the best care products and spa concepts as well as innovations from the organic and self-care sectors from over 37 countries worldwide for the 28th time.

As last year, you will have the opportunity to apply in different categories at the SPA AWARDS 2025:

FACECARE PRESTIGE

FACECARE LIFESTYLE

HAIRCARE

ORGANIC & CLEAN (FACE/BODY)

SELFCARE (FACE/BODY)

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HEALTH SPA

The application deadline is 25th of September 2024

Your application for any of the categories must be submitted online at:
www.spaawards.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.

There is no fee for your application and is done exclusively digitally 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 25th of September 2024.

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 the middle of October and request them to send us 15 original products for testing. The test stage shall take place from mid-October to mid-January 2025. Applications received before the application period will not be considered.

3.

Only products whose launch date is between October 2023 and October 2024 (both inclusive) can be considered. Several products of a group of companies can be submitted, but each product individually

4.

For inquiries regarding the application, please send an email to vanessa.roth@ad-alliance.de and 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 2025, the best products and innovations will receive awards in the following categories:

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 product will/has been launched on the German market in the period from October 2023 to October 2024 (both inclusive). Please mention the exact launch date in your application.

Goodie bags (only relevant if the applicant's products and tools have been selected for the award ceremony)

By submitting the application, the customer agrees to supply 200 full-size products (no sample sizes, sachets or similar) for the goodie bags that will be handed out during the SPA AWARDS 2025. In consultation, smaller samples can also be placed in the goodie bags for very high-quality products. The test products of the jury must be in original size.

Event Participation Nominees

In the event of a nomination, a total of two people from the company have the right to participate in the event. The costs incurred for travel to and from the SPA AWARDS are to be

borne by the customer himself. Accommodation and overnight stay in the hotel are then 1 double room or 2 single rooms.

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 product will/has been launched on the German market in the period from October 2023 to October 2024 (both inclusive). Please mention the exact launch date in your application.

Goodie bags (only relevant if the applicant's products and tools have been selected for the award ceremony)

By submitting the application, the customer agrees to supply 200 full-size products (no sample sizes, sachets or similar) for the goodie bags that will be handed out during the SPA AWARDS 2025.

Event Participation Nominees

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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 product will/has been launched on the German market in the period from October 2023 to October 2024 (both inclusive). Please mention the exact launch date in your application.

Goodie bags (only relevant if the applicant's products and tools have been selected for the award ceremony)

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ORGANIC (FACE/BODY)

For natural product concepts that are consistent with the specifications of the various quality labels (e.g. BDIH, NaTrue, Eco-cert, Cosmebio, COSMOS-Standard, Neufarm-Qualität, etc.) and without various quality label but 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 high-quality natural ingredients.

Distribution

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

Launch date

The product will/has been launched on the German market in the period from October 2023 to October 2024 (both inclusive). Please mention the exact launch date in your application.

Goodie bags (only relevant if the applicant's products and tools have been selected for the award ceremony)

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participate in the event. The costs incurred for travel to and from the SPA AWARDS are to be borne by the customer himself. Accommodation and overnight stay in the hotel are then 1 double room or 2 single rooms.

SELFCARE (FACE/BODY)

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 will/has been launched on the German market in the period from October 2023 to October 2024 (both inclusive). Please mention the exact launch date in your application.

Goodie bags (only relevant if the applicant's products and tools have been selected for the award ceremony)

By submitting the application, the customer agrees to supply 200 full-size products (no sample sizes, sachets or similar) for the goodie bags that will be handed out during the SPA AWARDS 2025.

Event Participation Nominees

In the event of a nomination, a total of two people from the company have the right to participate in the event. The costs incurred for travel to and from the SPA AWARDS are to be borne by the customer himself. Accommodation and overnight stay in the hotel are then 1 double room or 2 single rooms.

DRUGSTORE FAVORITES

For facial care products that are only available in the drugstore. The products impress with innovative ingredients and a trend-oriented overall concept. In doing so, they fulfil a holistic approach to the spa philosophy. This category is a community category and is not decided exclusively by the expert jury.

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:

Innovative holistic approach

The concept is coherent and trend oriented. Innovative ingredients and an attention-grabbing campaign round it off.

Effectiveness

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

Distribution

Only products that are available in retail and/or online stores in drugstores (for example Budni, Rossmann, DM, Müller) are eligible.

Launch date

The product will/has been launched on the German market in the period from October 2023 to October 2024 (both inclusive). Please mention the exact launch date in your application.

Goodie bags (only relevant if the applicant's products and tools have been selected for the award ceremony)

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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 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.

Event Participation Nominees

In the event of a nomination, a total of two people from the company have the right to participate in the event. The costs incurred for travel to and from the SPA AWARDS are to be borne by the customer himself. Accommodation and overnight stay in the hotel are then 1 double room or 2 single rooms.

Jury test in your company

The jury will test the applications at your premises during the test period. The applicant bears all costs related to travel to and from the event, accommodation, meals and on-site treatments.

HEALTH 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 do not require a clinical hospital atmosphere. The feel-good character is also ensured by appealing lighting, music and fragrance concepts, which accompany the guest 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.

Event Participation Nominees

In the event of a nomination, a total of two people from the company have the right to participate in the event. The costs incurred for travel to and from the SPA AWARDS are to be borne by the customer himself. Accommodation and overnight stay in the hotel are then 1 double room or 2 single rooms.

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