



Topical Skin Product/Range of the Year

Criteria

This award will be given to the manufacturer or exclusive UK distributor of the best topical skin product or range offered in UK medical aesthetics clinics. The judges will select finalists who show evidence that their product is effective, safe, easy-to-use and well accepted by patients. Injectables and devices are not eligible for entry in this category and should enter either 'Injectable Product of the Year' or 'Energy Device of the Year'. This category is only open to products that have been available for a year or more.

Entry instructions

You are encouraged to keep your entry concise and clear; bullet points and the use of formatting options such as bold, underlines and italics are encouraged to ensure your entry is easy to digest for judges. Please note that **formatting cannot be copied and pasted from Word** documents, so you should only **add these when submitting** your entry on the website. A strict character limit of 1,700 (including spaces) is enforced for each question and you must not exceed this; however, your entry does not have to meet it. References are included in the character count, although you may supply a reference list as part of your supplementary materials if it exceeds the character count. The winner will be selected from the finalists using a combination of Aesthetics reader votes and judges' scores. Voting will constitute a 30% share of the final score.

Important: please check your entry carefully for accuracy, grammar and spelling as this information may appear in the *Aesthetics* journal and on the Aesthetics website, as well as being considered as part of the judging process. There will be **no opportunity to amend this once you have submitted** your application online unless you pay a £100 +VAT administration fee and this information is received before shortlisting has begun.

Questions

1. What are the patient indications for this product/range? What conditions is it suitable to treat?
2. Describe the protocol for using this product/range
3. What improvements can patients realistically expect to see and how long will they last?
4. Describe the active ingredients and mechanism of action
5. Provide details of the peer-reviewed clinical data demonstrating the safety and efficacy of the product. Full references should be provided. Please confirm that the product is compliant with European cosmetic directive 1223/2009.
6. Describe product or range developments/innovations that have taken place in the last 12 months
7. How many clinics use this product/range and how many new clinics have you added this year?
8. How does it differentiate to competitors? What is your USP?

PLEASE NOTE: Entries will only be accepted if submitted via aestheticsawards.com. For help and enquiries email contact@aestheticsjournal.com