



The DigitRx Award for Product Innovation of the Year

Criteria

This award recognises the most innovative products that are widely available on the market. Eligible products must have been **launched into the UK market after 1 January 2019**. The judges will look for genuine innovation or product advancement leading to treatment for new indications, quicker or easier treatments, better treatment outcomes and enhanced patient safety, all backed up by sound evidence. Products must not have been entered into the Aesthetics Awards in previous years.

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. There will be no voting process and the winner will be decided by the judging panel.

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

Tick to confirm this product launched into the UK market after 1 January 2019.

1. What are the patient indications? What approvals does it hold?
2. Describe the protocol for this treatment
3. What improvements can patients realistically expect to see and how long will they last?
4. Describe the mode of action
5. Provide details of the peer-reviewed clinical data demonstrating the safety and efficacy of the product. Full references should be provided
6. How and why was the product developed? Discuss clinical and market research
7. How many clinics are currently using this product? Discuss projected growth and the evidence base for these predictions
8. Describe how your product is innovative in the treatment of this particular condition/indication and explain how it improves upon the existing treatments available on the UK market? Please do not mention alternative products by name

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