



Surgical Product of the Year – NEW FOR 2020!

Criteria

This award is open to manufacturers or UK distributors of surgical products for the UK aesthetics market. Finalists will be chosen from products that support a specific indication and can show evidence of good safety and efficacy, optimum duration and tangible benefits over similar products on the market. This category is only open to products that have been available for a year or more. The products that can be entered should be used in surgery or for minimally-invasive procedures.

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? What approvals does it hold?
2. Describe the protocol for treatments this device offers
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 device. Full references should be provided
6. Describe developments/innovations that have taken place in the last 12 months
7. How many clinics use this product? How many new clinics have you added this year?
8. How is the product different 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