



Safety

in BEAUTY

DIAMOND AWARDS 2019 &
5TH ANNIVERSARY GALA

POWERED BY

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BeautyTracker

AWARD ENTRY PACK

WELCOME

ABOUT THE SAFETY IN BEAUTY DIAMOND AWARDS

It's that time of year again, when we celebrate the companies, individuals and brands doing things right in the aesthetics and beauty industry. Since launching The Safety in Beauty Diamond Awards three years ago, they've become a prestigious and highly acclaimed event, and we're proud to be presenting a 5th year of awards, as well as celebrating 5 years of our campaign work and milestones.

Our 5th Safety in Beauty Diamond Awards Ceremony and Grand Anniversary Party will take place on Saturday 6th July at a luxury 5 star venue in London.

The awards are dedicated to recognising and paying special tribute to the many outstanding businesses, professionals, brands and service providers in the beauty and aesthetics industry. The awards highlight those going the extra mile in dedication and excellence and those in pursuit of the highest standards of safety in an industry frustratingly tainted by the rogue minority.

The 2019 Safety in Beauty Diamond Awards are placing special, and deserved, emphasis on pride. We'll be honouring, commending and showcasing personal case studies, stories and other empowering examples of how the aesthetic, spa, cosmetic and beauty industry can unite in enriching the lives of those it works with. Our wish is to celebrate those transforming and empowering in the most positive ways. We'll be promoting powerful transformations and inspiring real life tales of tenacious kindness, dedication and support.

2019 will see 12 recipients awarded with Diamond Accolades, followed by our final star award for Outstanding Career. We'll end the ceremony and commence a glamorous evening of celebration for reaching our milestone 5th anniversary, with an explosive parade of glamour style, music, and first class entertainment.

We look forward to seeing you all there,

Antonia Mariconda - Founder



DEADLINES AND DATES TO REMEMBER

Contact: **info@thecosmediccoach.com**

Entries open: **1st January 2019**

Entries close: **31st March 2019**

Shortlist Announcement: **2nd April 2019**

Safety in Beauty Diamond Awards Winners

Presentation & 5th Anniversary Gala Party:

Saturday 6th July 2019, London

THE AWARD CATEGORIES

- The Triumph and Transformation Award – Best Patient Journey and Experience (New!)
- The Aesthetic Training, Education and Professional Development Award
- Beauty Business of The Year Award (Open to Skin/Hair/Cosmetics/Advanced Beauty/Nails/Permanent Make Up)
- Aesthetic Doctor of The Year (Open to Medical/Dental Professionals)
- Cosmetic/Plastic Surgeon of The Year
- Cosmetic Dentist/Clinic of The Year
- Cosmetic Nurse of The Year
- Aesthetic Clinic of The Year (Open to 1 Clinic or Multiple Group)
- Best Spa (Open to 1 Spa or Multiple Group)
- Award for Innovation & Pioneering Service, Brand or Product
- The Skin Hero Award (New!)
- Inspirational Person of the Year – A People's Choice Award
- Outstanding Career Achievement (Lifetime Achievement Award)

WHO CAN ENTER?

- For five years we have seen sparkling work from a vast array of entities.
- We welcome entry submissions from individual professionals, inspiring individuals, British and International brands, small, medium and large business activities, pioneers, innovators, key opinion leaders, from the rookies to the rebels with a heart, we just want the best. Your best, whoever you are, wherever you are, and no matter how big (or small) you may be.

WHY ENTER?

- The Safety In Beauty Diamond Awards are the only awards in the combined UK Aesthetic, Beauty and Spa Industry to recognize the hard working dedication that brands, companies and professionals commit to undertaking in ensuring the consumer undergoes a safer, more transparent, and well informed experience.
- The Safety in Beauty Diamond Awards are the proving ground and a nationally recognised benchmark award for a business, brand or professional that has undertaken an immensely serious proactive approach to high standards and good practice.
- For over five years, The Safety in Beauty Diamond Awards have attracted entries from brave, innovative, dedicated brands, and inspiring professionals who stand head and shoulders above in their outstanding work and professional ethos.
- The Safety in Beauty Diamond Award is a reward for the rigorous commitment to a stonewall belief in the solid pillars of safety, excellence, and dedication.
- The Diamond Awards are the most rewardingly hard to win in the business, but are an instantly recognisable accolade that demonstrates to the public and industry that excellent work has been measured and rewarded.

GUIDANCE ON ENTERING FOR A DIAMOND AWARD

GUIDANCE

A helping hand goes a long way, especially when it comes to navigating the choppy waters of Awards submissions. So we've put together a handy guide that tells you the key basics to submitting your entry to The Safety in Beauty Diamond Awards.

1. Category Overview

You may tailor the entry for different categories. Navigate your entries by clicking on the award you wish to enter for. Choose the categories you'd like to enter. You can enter as many categories as you wish.

2. Reasons Why You Should Win Award

This information that you submit, will be what judges use to aid their debate and vote for your entry.

- Be concise.
- Get to the key elements quickly, but don't hold back on essential information.
- Avoid submitting multiple pages of long winded information. Technical jargon doesn't take you the extra mile.
- Some times one well written page of information is worth ten pages of confusing jargon and meaningless information.
- If you are submitting an entry on behalf of a third party, don't forget to tell us the individuals and companies to credit for the work.
- Sensitive information should be clearly labeled 'for judges eyes' only.
- Upload and notify us of any supporting material you are going to provide to support your entry.

3. Final Check List

- Upload your entry and click submit.
- We will inform you, if we require any further supporting information or verification of any material submitted

Judging Criteria is accessible on line at www.safetyinbeauty.com or within this information pack

Good Luck

THE JUDGES

- **The Judges**

Each year The Safety in Beauty Campaign recruits a panel of industry experts and professionals to help steer and ensure the campaign runs efficiently with adequate medical, legal, and psychological expertise.

All of our advisory panel members kindly provide their services on a voluntary basis with no financial remuneration or compensation. All of the work carried out at Safety in Beauty is purely voluntary.

Our expert advisory panel members are also our judges for the safety in beauty diamond awards. For details of our current advisory panel please visit www.safetyinbeauty.com We also invite guest judges outside of our expert advisory panel to join the judging process, we do make details of this public closer to the time of judging.

We allocate each judge, specific award categories that are not in conflict with their individual roles, and professions. We allocate medical categories to non-medical panel members, and the non-medical categories to our medical panel members', ensuring that there is a fair and clear system of judging with no bias or influence.

We also choose 6 mystery judges, who are formed by members of the general public, these can include other professionals from non-industry vocations and press and media representatives to judge the categories. We do not allow any patients or customers from any of the finalists on the awards to act as judges and we closely check to ensure that there is no conflict of interest in respect of our mystery-judging panel.

JUDGING CRITERIA

If you are selected to be shortlisted, congratulations!

To be short listed as a finalist: you will have demonstrated a level of recognisable commitment, excellence, passion and dedication in at least one or more of the following area's:

- Consistent outstanding clinical results.
- Outstanding Customer Service.
- Excellent clinical care, communication and after care.
- Participation in educational events, topics and campaigns dedicated to safety.
- Commitment and involvement in raising professional industry standards.
- Commitment to self-improvement via continual professional development, or of staff and team.
- Press/PR and Social Media involvement in raising awareness of safety, and educating the public and creating awareness of unsafe activities and news topics.
- Involvement in charitable and pro-bono work for public cause relating to industry work.
- Reputation and recommendation with a consistent and strong track record.
- Dealing with victims of adverse or botched cosmetic procedures' in a compassionate, supportive and helpful way.
- Creating 'outside' the box initiatives to improve consumer education and awareness.

TERMS AND CONDITIONS

- Entry for The Safety in Beauty Diamond Awards is FREE.
- Please note that we only accept entries for The Safety in Beauty Diamond Awards via our website www.safetyinbeauty.com specifically via our Diamond Awards page and award entry form.
- We encourage entries to be made before the closing date published.
- Entries made by any other format or method other than our website will not be considered.
- Entries received after the closing date will not be considered or maybe subject to a late entry payment fee.
- Entrants must ensure that their submission is fully complete at the point of entry.
- We cannot guarantee the acceptance of any additional supporting information, and we do not fulfill requests to ignore information submitted or to disregard documents submitted, therefore please carefully check all documents prior to submission.
- We do not accept further information or supporting evidence, once the deadlines have passed.
- Once you have submitted your entry you have the right to withdraw from the process up until we have published a final short list. Once a shortlist is published, we do not accept requests to withdraw from a final short list.
- The Safety in Beauty Campaign judging panel reserve the right to reject entries, or move them into other categories if more appropriate, and fitting.
- The decision of the selected judging panel in all matters is final, and is not made public.
- Date and Information on nominations are not made public.
- Public Online voting is for **one** category only and this is "Inspirational Person of The Year Award, voting dates and times will be specified once a short list has been made final.
- We cannot guarantee ticket availability. If all tickets have been sold, booking will be closed, you may contact us to be placed on a waiting list. We do give priority ticket sales to shortlist finalists.
- Tickets must be paid for in advance of the event. The Safety in Beauty Organisation, reserves the right to refuse entry to anyone holding a ticket that has not been paid for, or that has not paid for entry to the event prior to attendance.
- Please note we do not offer refunds on any tickets purchased.
- Awards will be presented at a ceremony on a specified date and location published at www.safetyinbeauty.com
- Winning is not dependent on attendance at the event but, finalists should inform The Safety in Beauty Organisation in advance if they cannot personally attend the event, we suggest that in this circumstance, a representative is nominated to receive the award on their behalf.
- Each category winner will receive an award trophy engraved with their own full name or company name. Additional trophies can be ordered (at additional cost) after the event. The trophy will also contain the name/s of sponsors of the award category, and the headline event sponsors.
- Highly Commended awards will be announced on the night and certificates will be sent out to all winners following the award ceremony. Additional certificates can be ordered at additional cost after the event.
- The views of any speaker, or guest appearing at the event, and subsequently published and aired on any social media format or media will be the views solely of the speaker concerned and The Safety in Beauty Organisation, will have no responsibility for them
- The Safety in Beauty Organization reserves the right to retract an award and make a public declaration and statement into the decision, which will be published at www.safetyinbeauty.com
- A Safety in Beauty Diamond Award may be retracted from an individual or business, if the person, or organization has submitted false information at the time of an award entry submission or the behavior and actions of the individual or organization has brought the Safety in Beauty Organization into disrepute as a consequence.
- Please read our data privacy policy at www.safetyinbeauty.com