



best in BEAUTY

The winners of the Pure Beauty Awards 2014 were announced on 30 October at a glamorous ceremony at The Savoy hotel in London. Here's a selection of photos from the night – you can see all the photos at cosmeticsbusiness.com, and read on for a full breakdown of this year's worthy winners. Huge thanks to all who took the time to vote, enter products and attend the event.

THANK YOU

We'd like to say a huge thank you to the brand owners and PR companies who entered their products into the awards, and donated their products to the goody bag. Thanks also to all the attendees who donate money in the prize draw at the ceremony; we raised over £1,000 for Look Good Feel Better, the amazing beauty industry charity that helps women to manage the visible side effects of cancer treatment through free make up workshops. Finally, thanks to Yardley London for providing bottles of fabulous fragrance Jade as table gifts for all the guests.



TV presenter Gethin Jones made a handsome host for this year's awards



The Only Way is Essex star Sam Faiers collects her award for Best New Female Fragrance, La Bella by Samantha Faiers



Iconic London hotel, The Savoy, was the glamorous venue for the Pure Beauty Awards 2014.

Best New Skin Care Product

GOLD

Simple Kind To Skin+ Illuminating Radiance Cream

- ◆ Simple Kind To Skin+ Illuminating Radiance Cream is infused with multi-vitamins and light-reflecting minerals to give skin a naturally radiant boost.
- ◆ Offers UVA/UVB SPF15 protection and contains pro-vitamin B3, vitamin A palmitate and vitamin E. Other 'skin loving' ingredients include bisabolol, ginger root extract and sweet almond and sunflower seed oils.
- ◆ Like all Simple products, it is free from artificial perfume and colour, and is suitable for sensitive skin.



SILVER

Tesco Pro Formula Radiance Micellar Water

BRONZE

Papaya Gold Paw Paw Balm

HIGHLY COMMENDED

Skin Doctors T-Zone Control Oil Control Cleanser

Best New Premium Skin Care Product

GOLD

Su-Man Exfoliating Facial Polish

SILVER

Trilogy Blemish Control Gel

BRONZE

Cloud 9 Skin Solutions Clarity Skin Clearing Spot Gel



- ◆ This invisible gel provides fast and effective relief, promoting clear skin while reducing inflammation.
- ◆ Helping to eliminate blemishes, redness, blackheads and whiteheads while soothing inflammation, it is suitable for acne prone skin and those who experience occasional outbreaks.
- ◆ Active ingredients include chamomile extract, vitamin B3, pro-vitamin D5, vitamin E and allantoin.

HIGHLY COMMENDED

Sothys 2-in-1 Mask Exfoliant with Raspberry and Litchi

Best New Anti-Ageing Product

GOLD

Palmer's Cocoa Butter Formula Skin Therapy Face Oil

SILVER

Beauty Masks Timeless Truth Bio Cellulose Apple Stem Cell Collagen Mask

- ◆ Uses Swiss apple stem cells to nourish skin and help repair damaged tissue, in a fabric sheet mask.
- ◆ Marine collagen promotes suppleness and elasticity of the skin.
- ◆ The material is extremely delicate and has been used as a top quality material in the medical field. The fibrous nano-scopic fabric aids penetration of serum deep into the skin's tissue. thebeautymask.co.uk



BRONZE

Manuka Doctor ApiRefine Illusionist Rapid Lift Mask

HIGHLY COMMENDED

Fake Bake The Face Anti-Ageing Self-Tanning Lotion with Matrixyl 3000

Best New Premium Anti-Ageing Product

GOLD

Gazelli Ultimate Firming Serum

◆ Formulated with the highest concentration of Gazelli White Oil and a unique blend of lipoic acid and DMAE, this serum tones and firms skin.

◆ Sodium hyaluronate plumps skin and reduces the appearance of wrinkles, while extract of antioxidant-rich pomegranate protects from free radicals and evens skin tone.

◆ Gazelli is an innovative brand with the purity of science and professional skin care at its heart.



SILVER

Elizabeth Arden PREVAGE Anti-aging + Intensive Repair Eye Serum

BRONZE

Neova Creme De La Copper

HIGHLY COMMENDED

GOLD COLLAGEN Forte

Best New Natural Product

GOLD

UrbanVeda Purifying Day Cream

◆ This cream has a light, hydrating formula of detoxifying botanicals like cold-pressed pure neem oil, healing witch hazel and refreshing spearmint, with powerful antioxidants bearberry and black mulberry.

urban veda.
natural skincare

Neem + Botanicals
Purifying Day Cream

Crème de jour purifiante
◆ Pore refining
◆ Mattifying
◆ For oil-prone skin



◆ Purifying Day Cream works in synergy with collagen-boosting extracts to fight free radicals and support healthy cell renewal.

◆ It is intended for those concerned about wrinkles and expression lines as well as those suffering from spots or blemishes.

SILVER

Seascape Soothe Sleep Oil

BRONZE

Tropic Superfood Hand Therapy

HIGHLY COMMENDED

ZEEN Face & Body Oil

Best New Organic Product

GOLD

Neal's Yard Frankincense Intense Cream

SILVER

Ishga

BRONZE

Therapi Orange Blossom Honey Gel Cleanser

HIGHLY COMMENDED

One Love Organics Chia Whip

◆ Chia Whip is a luxuriously lathering organic foam cleanser that thoroughly removes dirt, excess oil and make-up, while pampering skin with organic chia oil, organic aloe vera and rosemary extract.

◆ This pure, fragrance-free cleansing foam washes away impurities in a sea of bubbles without stripping or dehydrating the skin.

◆ Chia is an edible seed native to Mexico and southwest USA with remarkable beneficial properties; with high levels of



anti-inflammatory omega-3 fatty acids, antioxidants, proteins, vitamins and minerals, it reduces trans-epidermal water loss and increases skin barrier function.

Best New Hair Care Product

GOLD

Dove Advanced Hair Series Youthful Vitality Hair BB Cream

- ◆ This is a one-step multi-tasker that replenishes essential nutrients lost with age, simultaneously protecting the hair and making it easier to style.
- ◆ Infused with anti-oxidants and a UV filter, the innovative BB cream leaves hair soft, shiny and youthful looking with visible fullness.
- ◆ The cream is part of the new Dove Advanced Hair Series, which has been developed specifically for mature hair.



SILVER

Schwarzkopf essence ULTÎME Range

BRONZE

Free From Frizz 6 Week Blowout

HIGHLY COMMENDED

Morrisons Hair Care Range

Best New Hair Styling Product

GOLD

Lee Stafford ARGANOIL from Morocco Anti-Frizz Serum Spray

SILVER

Trevor Sorbie Salon Approved Curls & Waves Control Mousse

BRONZE

label.m Texturising Volume Spray

◆ label.m Texturising Volume Spray launched in early 2014 and was a hit at London Fashion Week and Vodafone London Fashion Weekend with press and consumers alike.

- ◆ Offering the ease of backcombing with the hold of a hairspray, it creates volume, texture and hold in one hit to take hair to new heights.
- ◆ Texturising Volume Spray is the ultimate in root lift with a lived-in texture for runway-ready hair, and is fast-drying, distributes evenly and benefits all hair types.



HIGHLY COMMENDED

The Power Styler

Best New Hair Colouring Product

GOLD

label.m Powder Colour Spray

SILVER

Smart Beauty Colour Boost

- ◆ Colour Boost refreshes colour and adds shine in just three minutes, and is ideal for use between regular hair colouring treatments.
- ◆ It's a totally new hair beauty treatment, and the colour and conditioning formulation contains no ammonia or PPD and requires no mixing.



◆ Use weekly over pre-coloured hair to revitalise colour and gently blend away grey hair and root growth, without damaging the hair. Each bottle contains up to four applications.

BRONZE

Nice'n easy AgeDefy collection

HIGHLY COMMENDED

Superdrug Ultrabrights

Best New Electrical Beauty Appliance

GOLD

Philips Lumea SC1981

◆ Philips' new Lumea SC1981 is the smallest and lightest device in the Lumea range, and a more compact, lightweight and affordable hair removal solution.

◆ As with other light-based treatments, Lumea SC1981 uses IPL technology to prevent hair re-growth.

◆ It delivers great results and will last for over 100,000 flashes, providing over four years average use, and is up to £160 cheaper a year than salon waxing.



SILVER

Remington Big Style

BRONZE

LightStim for Wrinkles

HIGHLY COMMENDED

Mary Kay Skinvigorate Cleansing Brush

Best New Body Care Product

GOLD

Dove Purely Pampering Nourishing Body Oils

◆ This is a new and indulgent range of light-touch body oils.

◆ Available in two luxurious scents – Pistachio Cream & Magnolia and Shea Butter & Warm Vanilla – each variant contains the brand's unique DeepCare Complex formula, designed to create a soft protective barrier over the skin.

◆ Packed with nurturing ingredients, the premium range is designed to transform daily skincare routines with a decadent 'me-time' experience.



SILVER

My Trusty Body Butter

BRONZE

Cloud 9 Skin Solutions Skin Rehab Scar Minimising Cream

◆ Skin Rehab Scar Minimising Cream combines age-old healing principles and cutting edge scientific research to help reduce the appearance of existing scars and help prevent new ones from forming.

◆ St John's wort and onion extract help to reduce inflammation, while calendula and yarrow extracts assist in the healing process and alleviate pain, and arnica helps to improve skin elasticity and softness.

◆ For best results, use Skin Rehab Scar Minimising Cream when the wound is sealed and healing. Everyday use of the cream will also help reduce redness and itching, which can be caused by newly healed scars.



HIGHLY COMMENDED

Tropic Tamanu Balm

Best New Bath & Shower Product

GOLD

Molton Brown Orange & Bergamot Body Wash

SILVER

Mio Liquid Yoga

BRONZE

The Konjac Company 6 Wave Exfoliating Body Sponge

HIGHLY COMMENDED

Cheeky Let's Get Wet Shower Jelly

Best New Hair Removal Product

GOLD

Wilkinson Sword Quattro for Women Bikini Papaya & Pearl

SILVER

Nair Argan Oil Range

BRONZE

Tweezy

◆ Tweezy is a revolutionary globally-inspired facial hair removal product combining the art of 'threading' into a physical device.

◆ Durable, reusable and portable, it provides gentle, effective DIY hair removal at a fraction of the cost and time of



conventional hair removal procedures.

◆ It is intuitive and easy to use with a simple bend and twist action. It is suitable for women and men of all ages, hair and skin types.

HIGHLY COMMENDED

No!No! Pro

Best New Hand Care Product

GOLD

Marks & Spencer Formula Body Care Hand Cream

SILVER

Boozi Body Care Moisturising Hand Cream

BRONZE

Antipodes Delight Hand and Body Cream

◆ An ultra-nourishing cream that delivers restorative essential nutrients and vital oils to the skin.

◆ This luxurious cream combines a sweet fragrance of vintage gardenia with silky macadamia nut oil, prized for its high palmitoleic acid (omega 7) content, to deeply hydrate skin, leaving it cushiony smooth.

◆ It also contains revolutionary ingredient Vinanza grape, an antioxidant extract that hydrates, smoothes and firms the skin, prevents moisture loss and improves skin elasticity and firmness by 16%.

HIGHLY COMMENDED

Davines Extra Virgin Hand Cream



Best New Deodorant

GOLD

Sure Women Crystal Invisible Diamond for Black + White

- ◆ Sure Women Crystal Invisible Diamond for Black + White is designed to provide optimum protection against white and yellow marks.
- ◆ It also boasts Sure's best ever 48-hour sweat protection.
- ◆ Alongside the launch of this new variant, the entire Sure Women Crystal Invisible range has been repackaged and now features an improved aerosol formula for Sure's best ever protection against marks.



SILVER

Lynx Peace

BRONZE

Right Guard Total Defence 5 Women Sport

HIGHLY COMMENDED

Soft & Gentle

Best New Dental Product

GOLD

Pearl Drops Pure White Whitening Treatment

SILVER

BlanX White Shock Treatment with LED Bite

- ◆ BlanX White Shock teeth whitening products contain ActiluX, a patented ingredient activated by light that binds microcrystals to the tooth enamel, forming an invisible 24hr protective barrier that



dissolves the bacteria responsible for staining.

- ◆ BlanX White Shock Treatment with LED Bite and its more concentrated level of ActiluX whitens teeth by up to four shades in just two weeks. It contains no peroxide and the light emitted is harmless to tooth enamel.

- ◆ Use the LED Bite for at least one minute every day, or once a week for ten minutes for an even more.

BRONZE

White Glo Sensitive Forte +

HIGHLY COMMENDED

Philips AirFloss Pink

Best New Sun Care Product

GOLD

Superdrug Solait Wet Skin Protection Spray

SILVER

Hawaiian Tropic Shimmer Effect Protective Sun Lotion

BRONZE

NIVEA Protect & Refresh Sun Lotion

HIGHLY COMMENDED

Ultrasun Sports Spray SPF30

Best New Artificial Tanning Product

GOLD

Sienna X Q10 Bronzing Mousse

- ◆ The luxurious Q10 Bronzing Mousse is bursting with natural ingredients, including blackcurrant, babassu and pomegranate.
- ◆ It also contains skin enhancing vitamin E and anti-ageing Q10, to leave skin



feeling moisturised and pampered while protecting from the tell-tale signs of ageing.

◆ Bottled in an easy-to-use aerosol can, users get more product and it stays fresher for longer. The natural looking bronzing mousse has a gorgeous guide colour while the streak-free formula leaves a beautiful holiday glow.

SILVER

Elemis Total Glow Bronzing Body Lotion

BRONZE

Palmer's Cocoa Butter Formula Natural Bronze Spray Lotion

HIGHLY COMMENDED

OCC Conscience Clear Tan

Best New Lip Product

GOLD

Bourjois Rouge Edition Velvet

◆ Rouge Edition Velvet is a lightweight, easy to apply lipstick with a bold matte finish. It initially feels like a lip lacquer, but transforms into a matte finish with a velvety, airy texture.

◆ The melting texture leaves a 'bare lips' sensation for extreme comfort and the long lasting formula offers a 24-hour hold. The

bevelled foam applicator gives precise and quick application.

◆ Available in eight shades including red *Personne ne Rouge!* and natural rosewood hue, *Nude-ist*.



SILVER

Nudestix Lip & Cheek Pencil

BRONZE

Burt's Bees Lip Gloss

HIGHLY COMMENDED

LOLA Softness & Volume Lip Primer

Best New Mascara

GOLD

Eye Care Cosmetics Volumising Mascara

◆ This innovative, high performance and hypoallergenic formula contains nylon fibres and mineral micro-spheres bound by a polymer to give extreme volume and curve without creating clumps.

◆ Enriched with silicon, it strengthens eyelashes, making them stronger and denser, and also contributes to growth.

◆ Volumizing Mascara is available in Pure Black, Ultra Brown and Blue Note shades, all with nickel free wands.



SILVER



Bourjois 1 Seconde Mascara

◆ Offers impeccable volume and 16 hour hold for clump-free lashes and 360° volume.

◆ The brush is inspired by professional round hairbrushes; it combines straight bristles with spherical spheres to coat the whole lash and define lashes individually.

◆ Easy to remove, the mascara is also available in a waterproof formula with 24hr hold.

BRONZE

Lily Lolo Natural Mascara

HIGHLY COMMENDED

LOLA Mega Volume Mascara

Best New Foundation

GOLD

bareMinerals bareSkin Pure Brightening Serum Foundation

SILVER

Elizabeth Arden Flawless Finish Perfectly Nude Makeup

BRONZE

B. Confident CC Cream

HIGHLY COMMENDED

Sleek MakeUP Bare Skin Foundation

Best New Eye Product

GOLD

Little Mix by COLLECTION All About The Eyes Palette

SILVER

NovaLash 24 Hour Cream Shadows + JETliner

◆ 24 Hour Cream Shadows are semi-permanent eye shadows with a highly pigmented cream formula. Designed as extended-wear cosmetics, they eliminate the need for retouching throughout the day and night.

◆ The shadows do not smudge, crease, fade or wear off. Once applied, the cream feels dry to the touch but continues moisturising

the delicate skin around the eyes while

combating even the oiliest of skin.

◆ JETliner eyeliner complements the shadows and comes inside each kit, and is easy to apply and remove. Shadows come in 'trptychs' (three-colour kits) that include one JETliner plus an applicator brush.



BRONZE

Nudestix Eye Pencil

HIGHLY COMMENDED

Velvet Bliss Eyelashes

Best New Nail Product

GOLD

Eve Snow BB Enriched Base Coat

SILVER

Morgan Taylor Casual Cool Collection

BRONZE

Nails inc NailKale Superfood Base Coat

HIGHLY COMMENDED

BeautyUK Nail Care Treatments

Best New Self Select Fragrance

GOLD



Yardley London Jade Eau De Toilette

◆ Yardley London Jade is a retro-inspired, fresh and elegant green floral chypre capturing the spirit of the 60's.

◆ Fruity, aromatic green top notes of peach, bergamot and galbanum blend with an airy floral bouquet heart

of rose, jasmine, ylang-ylang and orris, delicately wrapped up in base notes of patchouli, sandalwood and moss.

◆ It is presented in a contemporary round glass flacon with silver casing that mirrors the clean, minimal lines of this period and is housed in white and multi-tonal green and grey packaging with an eye-catching, graphic block print.

SILVER

Ted Baker Ella Purse Spray

BRONZE

So...? Couture Range

HIGHLY COMMENDED

Bronnley Citrus Collection Eau de Toilette Range

*Best New Female
Fragrance*

GOLD

La Bella by Samantha Faiers

SILVER

StormFlower Cheryl

BRONZE

BOSS MA VIE Pour Femme

◆ BOSS MA VIE Pour Femme draws on the pleasure the BOSS woman feels when she chooses to step out of her day to day routine, slow down, loosen up and simply enjoy a moment for herself.

◆ Top notes of cactus blossom accord capture the green freshness of the uncompromising desert plant. At the heart, pink freesia and jasmine petals are blended with delicate rose bud.

◆ The intense warmth of sheer woods and cedarwood form the base of the fragrance.



HIGHLY COMMENDED

You & I One Direction

Best New Male Fragrance

GOLD

BOSS BOTTLED.

UNLIMITED

◆ Inspired by the BOSS man's determination and drive for success, BOSS BOTTLED. UNLIMITED is a limited edition fragrance inspired by the endurance required to succeed combined with the rush of adrenalin when a goal has been reached.

◆ Inspired by vibrant green notes, the energising scent combines a mint top note with a fruity pineapple heart.

◆ The base combines cistus, an evergreen shrub that thrives in the harshest environments, with aromatic woods.



SILVER

Gold Jay Z

BRONZE

LACOSTE LIVE

◆ LACOSTE LIVE embodies an irrepressible energy; the energy to push boundaries, create its own path, its own style.

◆ The dynamic burst of lime hits you first and stands out as an unexpected, energetic top note. Green leaves and aquatic notes in the heart accentuate the lime to bring vibrancy and freshness.

◆ Smoky warmth of guaiac wood and dark liquorice build the base notes, adding depth and originality to the scent.



HIGHLY COMMENDED

Valentino Uomo

Best New Male Grooming Product

GOLD

NIVEA Men Sensitive Cooling Post Shave Balm

SILVER

Philips Click & Style

◆ This versatile electric grooming tool comes with two interchangeable heads, giving men a close shave or precise beard trim in just one click.

◆ The SmartClick attachment system makes it easy to turn into a shaver or stubble trimmer, changing the stylish-looking product in just one quick click.

◆ The fully waterproof dual rotary shaver head gives a safe, quick and easy clean shave, either dry or in the shower. With five different length settings, the trimmer can be used to style facial hair from three day stubble to a full length beard.



BRONZE

Radox Men Shower + Shampoo Wild Blackberry & Ginger

HIGHLY COMMENDED

His Heaven All In One

Best New Male Shaving Product

GOLD

Crabtree & Evelyn Moroccan Myrrh Shave Cream Tube

SILVER

NIVEA Men Sensitive Cooling Gel

BRONZE

Dove Men+Care Hydrate+ ProMoisture Shave Cream

HIGHLY COMMENDED

Scaramouche & Fandango Shave Cream

Best New Male Skincare Product

GOLD

ReActiv Bodycare Face Nourishment Moisturising Gel

◆ Reactiv Bodycare is an innovative range of skin care products specifically formulated for men serious about sport, physical well-being, and looking good.

◆ The Moisturising Gel is perfect to use post-workout, post-shave and as a daily moisturiser. The multifunctional gel is soothing and calming, smoothes out imperfections and reduces the signs of ageing as well as increasing stress and fatigue resistance.

◆ Packed with natural and botanical ingredients, it features a powerful antibacterial function as well as being anti-irritant and anti-inflammatory, and contains essential vitamins A, C and E for skin health, and UVA and UVB protection.



SILVER

ZV2 Serum

BRONZE

The Real Shaving Company Sensitive Moisturiser

HIGHLY COMMENDED

Dove Men+Care Ultra Hydrating Cream

Retail Innovation Award

GOLD



LoveLula Boutique

◆ LoveLula Boutique is an online marketplace at award-winning website lovelula.com that lets fledgling brands offer their products directly to LoveLula's 100,000 customers.

◆ Participation gives brands the leverage of LoveLula's ever-expanding worldwide customer-base; targeted marketing activity and well-established systems such as free worldwide delivery, freephone ordering, a generous loyalty scheme; and dedicated customer service and skincare advice.

◆ From the customer perspective, the Boutique is all about choice, vastly expanding their natural and organic horizons – with the assurance of all products being vetted by the LoveLula team.

SILVER

Mayfair & Grace

BRONZE

Elemis Skin Lounge

HIGHLY COMMENDED

M&S Beauty Concept

Best New Store Design

GOLD

Indulge Fragrance Boutique

SILVER

Tesco Beauty World Stores

BRONZE

Beauty Studio by Superdrug

HIGHLY COMMENDED

MuradSpace counter at John Lewis, Kingston

Best New Design & Packaging Award

GOLD

You & I One Direction

SILVER

LACOSTE LIVE

◆ The LACOSTE LIVE flacon is edgy, strong and playful.

◆ The cube is a clean and modern shape and with its minimalistic aesthetic and contemporary colours, this unexpected object could be seen in any art gallery.

◆ The bold design with a subtle play of materials draws a unique and instantly recognisable envelope for this fragrance.



BRONZE

Josh Wood Guardian of Colour

HIGHLY COMMENDED



Evoka

- ◆ The packaging for the Evoka range sought to position the products at the highest end of the beauty category for customers in selective retail outlets.
- ◆ Evoka looks to appeal to the customer by use of aspirational imagery depicting the richness of cultures around the world, which inspires curiosity and invites customers to experience the varied fragrances of these areas.
- ◆ M&H Plastics produced a luxury finish for the packs, using recyclable square-edged boston round PET bottles, tubes and PET jars. These were then decorated with a matt lacquer upon which were screened the icons, logos and distinctive latitude and longitude varnish lines to evoke the travel element.

Special Innovation Award GOLD

O'right Tree in a Bottle

SILVER

TRESemmé 7 Day Keratin Smooth System Heat Activated Treatment

- ◆ TRESemmé Keratin Smooth System Heat Activated Treatment is designed to care and nourish hair from root to tip.
- ◆ Featuring a first-to-market, new



generation technology, the treatment is activated by using hair straighteners to provide a lasting salon finish that stays smooth for up to four washes.

- ◆ The TRESemmé Keratin Smooth System Heat Activated Treatment is part of the brand's super premium 7 Day Keratin Smooth System range.

BRONZE

Tweezy

HIGHLY COMMENDED

The Bathory

Best New Beauty Brand GOLD



Urban Retreat Skincare

- ◆ Urban Retreat's seven-step daily skincare range was created following a year-long exercise listening to its loyal customers and experienced therapists.
- ◆ The range was developed by Creative and Brand Director, Reena Hammer, who identified that clients were looking for a core range of products to use at home.
- ◆ It combines the knowledge gained in product formulation, spa experience and retail, teamed with elements of Reena's favourite bio-active natural ingredients and essentials oils.

SILVER

Nanshy

BRONZE

Pretty Athletic

HIGHLY COMMENDED

Face Matters



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