

For Immediate Release

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ICMAD Accepting Entries for Cosmetic Innovation to compete in 12th Annual CITY Awards New Categories Added; Winners Announced July 25

Deer Park, IL; April 13, 2016 — If you think outside the box, you may have the next big idea in cosmetic products, packaging, or marketing to compete in the ICMAD CITY Awards. Now through May 22, the Independent Cosmetic Manufacturers and Distributors Association is accepting entries for the 12th edition of its esteemed “Cosmetic Innovator of The Year – CITY – Awards.”

The CITY Awards offer prestigious industry recognition and worldwide acclaim for the best breakthroughs of the year. Since 1995, ICMAD has honored hundreds of professionals from startup to well-known beauty brands with its CITY Awards to acknowledge cutting-edge products, beautiful design and brilliant marketing. This year’s program features new categories in Marketing/Advertising to recognize Best Cause Marketing and Innovative Launch Campaign.

“Our CITY Awards is the gold standard for inspiring and celebrating originality and creativity in the beauty industry,” said Pamela Jo Busiek, ICMAD President and CEO. “The program provides a highly credible and level platform for extraordinary entrepreneurs and established companies alike to compete for greater exposure and success. Through our CITY Awards, ICMAD is proud to nurture the innovative spirit that has been the bedrock of advancements and improvements in the cosmetic and personal care industries.”

The 2016 CITY Awards ceremony will be held July 25 at The Mandalay Bay Resort and Casino in Las Vegas during Cosmoprof North America. ICMAD will host a dinner and presentation with keynote speakers to announce and award the winners from a group of finalists selected by judges in mid-June.

Complete rules and regulations for submissions, along with the Official Entry Form are available [here](#). View our gallery of past CITY Awards ceremony events and winners [here](#).

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About ICMAD

ICMAD, the Independent Cosmetic Manufacturers and Distributors association, has been the voice of independent cosmetic companies around the world since 1974. Offering innovative business tools, timely publications, educational programs, networking opportunities, and key advocacy support, ICMAD provides invaluable guidance and support for all facets of the independent cosmetic industry. Stay on top of the latest regulations and events with ICMAD online at www.icmad.org, Facebook (www.facebook.com/ICMADTalks), Twitter ([@ICMADTalks](https://twitter.com/ICMADTalks)) and LinkedIn (<http://bit.ly/ICMADTalks>).