



**Independent Cosmetic
Manufacturers And Distributors**

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ICMAD Announces 2016 CITY Award Finalists

July 6, 2016; Deer Park, IL - More than 40 of the beauty industry's most creative companies have been selected from over 120 entries as finalists in the 2016 Cosmetic Innovator of the Year (CITY) Awards. Established by the Independent Cosmetic Manufacturers and Distributors (ICMAD), the finalists will vie for top honors in this prestigious event to be held during Cosmoprof North America on July 25, 2016, at the Mandalay Bay Resort and Casino in Las Vegas.

The CITY Award is the highest honor in the independent beauty industry, a gold-standard award for breakthrough beauty products. The awards program is open to all who seek to represent the best in cutting-edge products, design, and marketing. The finalists' entries will be displayed in ICMAD's booth at Cosmoprof, Booth #22090, and the winners, in each of the 14 categories, will be announced at the CITY Awards event. In addition to acclaim and notoriety, the 14 CITY Awards Winners will receive their choice of a 2015 Market Research Report from Kline & Company, a respected provider of world-class consulting services and high-quality market intelligence, a value of up to \$4,000.

"One of the highlights of our year is watching the companies introduce new and exciting products, packaging designs, and advertising campaigns to the beauty industry. I always look forward to seeing the ingenuity of companies within our industry as they put their best foot forward for this competition!", said Pamela J. Busiek, President and CEO, ICMAD.

Judging for the 2016 CITY Awards was led by an esteemed group of five industry-leading experts in the fields of beauty, design, and marketing. The roster of judges consisted of:

Jérôme Bérard, Principal, Bérard Associates;
Dr. Brooke Carlson, Fashion Institute of Technology, School of Graduate Studies,
Cosmetics and Fragrance Master's Program;
Maria Corbiscello, President, STUDIO MC²;
Claudia Lucas, EVP Business Development, Behrman Communications; and
Ron Robinson, Founder & CEO, BeautyStat

Don't miss your chance to participate in the evening and share in the excitement of the winners being announced! Reserve your seat today!

<http://www.icmad.org/innovators/icmad-city-awards-2016>

The 2016 CITY Awards Finalists:

Product Innovation

Product Color Cosmetics:

- Cover FX, Cover FX Custom Cover Drops
- IT Cosmetics™, IT Cosmetics™ Superhero™ Elastic Stretch Volumizing Mascara
- Palladio Beauty Group, FIFTY-FIFTY Cat-Eye Liquid Liner + Smoky Kajal

Product Facial Skincare:

- Bioelements, Plump Start
- BioMimetic Laboratories, Inc., Erasa XEP30
- Patchology, Patchology SmartMud

Product Bath/ Body/Fragrance:

- Coastal Salt & Soul, Blissful Body Butter
- Vita Liberata, Vita Liberata 3-In-1 Self-Tanning Dry Oil SPF 50
- Whish Beauty, Rice Milk Firming Body Cream

Product Haircare:

- Fairy Tales Hair Care, Fairy Tales Rosemary Repel Line
- HATCHBEAUTY PRODUCTS LLC, Body Breakthrough™ Volume Boosting Hairspray
- Lotus Rx, Lotus Rx Hair Solution

Product Accessories & Tools:

- Clarisonic, Alpha Fit
- FOREO, FOREO IRIS™
- TEMPTU, TEMPTU Air

Package Design Innovation

Package Color Cosmetics:

- gloProfessional, Suede Matte Crayon
- HCT Packaging, Lilah B. Divine Duo Lip And Cheek
- IT Cosmetics™, IT Cosmetics™ Superhero™ Elastic Stretch Volumizing Mascara

Package Facial Skincare:

- AMOREPACIFIC, Age Correcting Foundation Cushion SPF 25
- Elizabeth Arden, Elizabeth Arden Superstart Skin Renewal Booster
- World Wide Packaging, NuFACE 24k Gold Gel Primers

Package Bath/ Body/Fragrance:

- Besame Cosmetics, Decades of Fragrance Eau de Parfum 50ml
- Defineme Fragrance, Defineme Fragrance Oil Collection
- Thymes, Frasier Fir Ceramic Poured Candle 3-Wick

Package Haircare:

- amika, amika Silken Up Dry Conditioner
- FHI Brands, Stylus
- World Wide Packaging, StriVectin Hair N1A114 Technology

Package Accessories & Tools:

- invisibobble, invisibobble POWER
- IT Cosmetics™, IT Cosmetics™ Love Beauty Fully™ Love is the Foundation Brush
- Japonesque, Japonesque Kumadori Brush Collection

Marketing/Advertising Innovation Print**Best Cause Marketing:**

- Iredale Mineral Cosmetics Ltd, Rise Above With Love: Breast Cancer Awareness Campaign For Living Beyond Breast Cancer
- MENAJI WORLDWIDE LLC, Clear Shave 3-in-1 Formula
- Obliphica Professional®, Obliphica Professional®

Innovative Launch Campaign:

- Cover FX, Cover FX Custom Cover Drops
- Gavee Gold Collection, NewBeauty Innovative Launch Campaign
- IT Cosmetics™, IT Cosmetics™ Superhero™ Elastic Stretch Volumizing Mascara

Member's Choice Product

- Amazing Cosmetics, Amazing Cosmetics Corrector
- Elysee Scientific Cosmetics, Inc., Elysee Time Out-Ap Age-Defying Moisturizer
- Flip-It! Cap Company, Flip-It!
- Luxury Lady Ltd., ChinUp Mask

Member's Choice Package

- Bellapierre Cosmetics, Precious Diamonds Instant Cellular Wrinkle Eraser
- HYNT BEAUTY, Aria Pure Lipstick
- Nosco, Modere I/D
- RST, Inc., Oreve Beauty LED Peptide Correcting Serum

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About ICMAD

ICMAD, the Independent Cosmetic Manufacturers and Distributors, 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 and connect on Facebook (www.facebook.com/ICMADTalks), Twitter (@ICMADTalks), and online at www.icmad.org.