



1 April 2012  
Novotel London West

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#### THE NATURAL AWARDS

- Best New Food Product
- Best New Special Diet Product
- Best New Drink Product
- Best New Natural Living & Home Product
- Best New VMS Product
- Best New Natural Beauty & Spa Product
- Best Independent Retailer
- Best New Packaging Design

#### THE ORGANIC AWARDS

- Best New Organic Food Product
- Best Organic Retailer
- Best Organic Textile Product
- Best Organic Skincare Product
- Best Organic Mother & Baby Product
- Best Innovation in Organic Cosmetics

#### The Natural Products Outstanding Achievement Award

##### Entry return address

Laura Andrews, Events Coordinator  
Soil Association  
South Plaza, Marlborough Street,  
Bristol, BS1 3NX.

##### Any questions?

Please call +44 (0)117 987 4586  
or email  
landrews@soilassociation.org

Thank you for your entry into the  
**Natural & Organic  
Awards 2012**

# CALL FOR ENTRIES

## – DEADLINE 3 February 2012

The 2012 Natural & Organic Awards will be the unmissable highlight of the year. And, for the first time, this year's awards will be hosted in a multi-award winning venue, The Novotel London West, just a 10 minute walk from Olympia, on the evening of Sunday 1st April.

The ceremony takes place on Sunday 1st April and commences with a Champagne Reception, followed by a sumptuous 'Around the World' dinner. Then it's time for the Awards in an multi award winning venue. After the winners receive their prestigious awards it time for the industry's biggest party, with dancing, entertainment, networking, great food and the chance for a much needed after show drink!

Advance tickets cost just £69 and include entry to the Awards Reception, presentation, dinner and an evening packed with entertainment! Don't miss the opportunity to attend the networking party of the year – make sure you book today as tickets are limited and sure to sell out fast! Please call Suzanne on 01273 645122 or email [srowland@divcom.co.uk](mailto:srowland@divcom.co.uk)

### CALL FOR ENTRIES – DEADLINE 3 February 2012

- Best Organic Mother & Baby Product
- Best Organic Skincare Product
- Best Innovation in Organic Cosmetics

Entering your products is a great way to promote your business. Shortlisted and winning businesses will gain editorial coverage on our websites and in Natural Products magazine. Plus the kudos of winning will stay with you long after the event.

To enter, complete and return the form overleaf along with your entry, before 3 February 2012. Winners will be announced at the awards presentation on the 1st April 2012.



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## ENTRY FORM

- Best Organic Mother and Baby Product
- Best Organic Skincare Product
- Best Innovation in Organic Cosmetics

#### HOW TO ENTER:

Please follow the rules of entry below and send your entry with this completed form to Laura Andrews, Events Coordinator, Soil Association, South Plaza, Marlborough Street, Bristol, BS1 3NX.

If you have any further queries, please contact 0117 987 4586 or email [landrews@soilassociation.org](mailto:landrews@soilassociation.org).

#### RULES OF ENTRY:

1. All entries, with three samples\* must be submitted by the closing date of Friday 3 February 2012
2. Submitted products must be certified to Soil Association or COSMOS organic standards and must be accompanied by a certificate of registration and trading schedule
3. Products entered must be available for purchase by the general public in the UK
4. Products can only be entered by the brandholder. Retailers and marketing companies are asked to encourage manufacturers/suppliers to enter products directly
5. The judges' decision is final and no correspondence will be entered into.

\*Organisers cannot accept any responsibility for lost or undelivered samples. Entry or entries cannot be judged where samples are received after the deadline.

#### JUDGING CRITERIA:

Shortlisted products will be tried and tested by our panel of judges who will be looking for and giving merit to the following:

- Effectiveness - does the product do what it is supposed to?
- Feel/Consistency - is this pleasant and suited to the purpose of the product?
- Fragrance - is the balance of fragrance too strong, not enough? If a no fragrance product, is this description accurate?
- Benefits - does the product offer health benefits in addition to its primary purpose?
- Packaging performance and attractiveness - is it suitable for the product?

All shortlisted products will then be tested for their effectiveness by a panel of testers for the duration of 4 weeks, after which the winner and 2 finalist products in each category will be chosen. All shortlisted producers will be contacted as soon as possible after the initial judging to send in 7 further product samples for the testing.

#### Closing date

The closing date for entries is 3 February 2012. **Don't delay, submit your entry today!**

#### Contact name

#### Company details

**Product Name:** For multiple product entries please complete product names on a separate sheet.

I am applying for best:

 Best Organic Mother and Baby Product Best Organic Skincare Product Best Innovation in Organic Cosmetics