Nourish Supplement Awards

Celebrating 10 Years

Innovative · Clean Label · Nutritionist-Judged

The only global supplement awards evaluated
entirely by qualified nutrition professionals.

nourishawards.org · support@nourishawards.org

About the Awards

10

Years of Excellence

18
Categories

Only
Global Award

Judged by
Nutritionists

Today's supplement market is more sophisticated than ever. Leading brands are working with liposomal delivery systems, bioavailable nutrient forms, adaptogen complexes, and formulations designed for specific life stages, goals, and needs. That level of formulation thinking deserves to be judged by people who understand it.

The Nourish Supplement Awards are the only global awards evaluated entirely by qualified nutrition professionals — not magazine editors, not influencers. For ten years, our panel has recognised the brands raising the standard: clean labels, intelligent formulations, and a genuine commitment to who the product is made for. From everyday essentials reimagined to targeted solutions that fill a real gap, we celebrate the thinking behind the formula.

This is your award. Enter it.

Why Enter?

01 Expert Recognition

The only global supplement awards evaluated entirely by qualified nutrition professionals — not magazine editors.

02 Practitioner Reach

Your product is reviewed by professionals who actively recommend supplements to their clients every day and are always looking for new formulations.

03 Real Feedback

Every entrant receives a Nourish Evaluation Report — detailed written feedback on their product from the Nourish team, regardless of outcome.

04 Lasting Credibility

A Nourish Award badge, valid for two years, for your packaging, website, and marketing material.

Expert Judging Panel

Nutritionists.

Nutritional Therapists.

Naturopaths.

Our Judges

Our judges are practising nutritionists, nutritional therapists and naturopaths with years of experience working directly with clients. Recommending supplements is part of their daily practice — they are constantly evaluating formulations, questioning ingredients, and searching for products genuinely worth adding to their recommendations.

That is the expertise behind every entry you submit. Your product is assessed on formulation quality, ingredient integrity, clean label standards, and innovation — by professionals who bring the same critical eye to the awards as they do to their own client work.

Criteria: Ingredient quality · Formulation integrity · Clean label standards · Bioavailability & absorption · Innovation

What Judges Look For

Eight criteria assessed by qualified nutrition professionals

01 **Clean Formulation**

No unnecessary fillers, artificial colours, flavours or sweeteners. Every ingredient should earn its place.

02 **Clarity of Purpose**

A clearly defined intent — what the product is for and who it is designed to help.

03 **Active Ingredients & Bioavailability**

Ingredients in forms the body can absorb effectively, not just present on the label.

04 **Synergistic Combinations**

Where multiple ingredients are used, do they work intelligently together?

05 **Appropriate Dosing**

Hero ingredients at clinically relevant levels — token amounts are noted.

06 **Innovation**

Something meaningfully new in formulation, delivery method or approach.

07 **Scientific Backing**

The formulation is grounded in published research on ingredients and combinations.

08 **Substantiated Claims**

Marketing claims on the label are supported by what is actually in the product at an effective level.

Award Star Ratings

Combined panel scores determine your award tier

★★★

Nourish Exceptional

90–100%

Reserved for products that are both flawlessly formulated and genuinely innovative. Our highest award — deliberately rare.

★★

Nourish Excellence

70–89%

Excellent, well-executed products demonstrating clear expertise and intentional formulation.

★

Nourish Recommended

60–69%

Good products that meet our quality threshold and are recommended by our expert panel.

No Award — Below 60%

All entrants receive a Nourish Evaluation Report with written feedback from the panel regardless of outcome.

Award Categories

18 categories across 4 groups — a product may be entered into up to two categories

Life Stage

- Women's Health
- Menopause Support
- Men's Health
- Children's & Teen Health

Beauty from Within

- Inner Beauty
- Collagen

Wellbeing

- Microbiome & Gut Health
- Immune Support
- Sleep & Recovery
- Cognitive Performance & Mood
- Metabolic Health & Weight Management
- Longevity & Cellular Health
- Targeted Health & Wellbeing

Nutrition & Performance

- Sports Nutrition & Active Lifestyle
- Vitamins & Minerals
- Multivitamins
- Adaptogen Formulations
- Functional Powders & Superfoods

Who Can Enter?

Open globally — UK · EU · USA · Canada · Australia · New Zealand · Singapore · Malaysia

Eligible Products

Capsules, tablets, soft gels, powders, liquids, gummies, lozenges and patches. Pre-launch products are eligible.

No Sales Minimum

You do not need a minimum sales volume. Start-ups and emerging brands are welcome.

Product Samples

We require 6 units of each SKU entered. Samples are not returned. Full retail packaging preferred.

Individual SKUs

Each product SKU is entered separately. Different dosage formats of the same formulation count as separate entries.

Two Categories Max

A single product may be entered into up to two categories. Each entry is judged independently.

Winners Badge Use

The badge applies to the awarded product only and is valid for two years from the date of award.

Entry Fees

Per product entry (SKU). Payment by card or BACS.

Micro Business & Start-ups	Small–Medium Business	Large & Enterprise
£125	**£260**	**£420**
per product entry	per product entry	per product entry
Revenue under £2M (or $2.5M) in the past 12 months	Revenue over £2M (or $2.5M)	Revenue over £15M (or $20M)

2027 Timeline

UK Supplements Chapter

01

2 Nov 2026

Entries Open

Submit your entry form online, select your categories, and pay your entry fee. Your PIF link is sent to you immediately by email.

02

29 Jan 2027

Entries Close

All entries and Product Information Forms must be received. Samples are dispatched after this date — hold yours until you receive delivery instructions.

03

Mar–May 2027

Judging

Products are assessed remotely by specialist nutrition panels over a three-month window. Panels are matched per category for relevant expertise.

04

16 June 2027

Winners Announced

All entrants are notified. Winners receive brand assets and digital badges. Every brand receives their Nourish Evaluation Report.

How to Enter

1

Register & Pay

Complete the online entry form at nourishawards.org. Select your categories (up to two per product) and pay your entry fee by card or BACS. You will receive a confirmation email immediately.

2

Complete Your PIF

Your confirmation email includes a link to your Product Information Form. Complete it as soon as possible — judging cannot begin without it. The PIF covers formulation details, ingredients, dosing, and product credentials.

3

Send Your Samples

Shortly after entries close, we will contact you with your sample delivery window and instructions. If you entered early in the window, please hold your samples until you hear from us — do not send them before you receive your delivery instructions. Send 6 units of each SKU entered. Full retail packaging is preferred, as judges review labelling as part of the assessment.

What You Receive

Winner Benefits

★

Award Badge

Official Nourish Award logo for packaging, website, and marketing. Valid for two years.

◎

Winners Directory

Listed in the searchable Nourish winners directory with a direct link to your website.

◆

Press & Media Pack

Receive a ready-to-use press pack — template release and media assets to announce your win to trade press, buyers, and investors.

✦

Social Feature

Potential Instagram collaboration — direct exposure to the Nourish Awards audience.

★

Nourish Evaluation Report

ALL ENTRANTS

Every entry — winner or not — receives a comprehensive written evaluation from our qualified nutrition panel. Understand exactly how your product scored across each judging criterion, gain actionable insights for product development, and receive professional validation of your formulation.

What People Say

JUDGES

“I love judging the Nourish Awards to see the latest innovation in both foods and supplements. I'm blown away each year by the high standards.”

Caroline Peyton

Nutritionist, Naturopath & Gut Health Expert

“It is a privilege to judge these awards, discover innovative brands, and meet the incredible people behind them.”

Tara Lee

Nutritional Therapist

WINNERS

“We respected the detailed judging process and the insightful feedback from experienced nutritionists — something uncommon elsewhere. Winning a Nourish Award has boosted our reputation and reminded us to stay dedicated to creating innovative, top-notch products for health and wellness.”

Jordi Mascio

Goldman Laboratories, UK

“We applied to get a professional, independent judgement of our products and were thrilled by the high appreciation from the competent jury. The awards have been invaluable in promoting our products — we're now entering for the fourth year in a row!”

Olga Stepanko

Inne®, Germany

“Entering the Nourish Awards continues to give our brand credibility despite our long-standing place in the industry. Expert judging provides feedback on both our established products and new innovations, helping us refine our offerings and strengthen our position in a competitive market.”

Lucy Redfern, Managing Director

Good Health Naturally

Sponsor the Nourish Awards

Ten years of reach. One audience that matters.

The Nourish Awards are now in their tenth year, reaching supplement brands, nutritionists, practitioners, and health-conscious buyers across the UK, Europe, and North America. Sponsorship puts your brand at the centre of the conversation — in front of an audience that values quality, formulation integrity, and professional recommendation.

Brand Visibility

Your logo on all entrant communications, the awards website, category pages, and winners' materials — reaching brands and practitioners actively engaged with the awards.

Category Naming Rights

Sponsor a specific award category and have your brand associated with the winning product in that space. Ideal for ingredient and trade brands.

Social & Editorial

Features across Nourish's social channels, newsletters, and editorial content throughout the entry and judging window to a highly engaged audience.

Event Presence

A presence at winner announcements and Nourish promotional events — connect directly with the supplement brands and nutrition professionals in your sector.

Sponsorship enquiries — contact Diana Babics: **support@nourishawards.org**

Ready to Enter?

Entries open 2 November 2026 — closes 29 January 2027

nourishawards.org

support@nourishawards.org

@nourishawards Instagram · LinkedIn · Facebook

Have questions before submitting your entry? We can help with category selection, samples, and the award process — just email support@nourishawards.org

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