USA CHAPTER · ENTRY GUIDE 2027

Nourish Beauty & Skincare Awards USA™

10 YEARS OF UK EXPERTISE · NOW IN THE USA

The Nourish Awards have been recognising excellence in clean, natural health products since 2017. The USA chapter brings that decade of independent expert evaluation to American beauty and skincare.

2nd
YEAR · USA CHAPTER

10
AWARD CATEGORIES

Judged by
INDEPENDENT EXPERT PANEL

About the Awards

INDEPENDENT EXPERT EVALUATION FOR CLEAN BEAUTY

The Nourish USA Beauty & Skincare Awards launched in 2026, bringing independent expert evaluation to the American clean beauty market. Now in its second year, the program celebrates products where cosmetic excellence meets functional science and clean formulation.

Our independent panel of qualified nutrition professionals evaluates natural and functional beauty and skincare products that deliver specific, measurable benefits. We're not just looking at how a product looks or feels — we're looking at what it does. Active, proven ingredients. Scientific evidence. Real results for long-term skin health.

Whether you're innovating in skincare, body care, makeup, or wellness-led beauty, if your product is built on integrity and backed by science, the Nourish USA Beauty & Skincare Awards are for you.

Why Enter?

FOUR REASONS YOUR BRAND NEEDS AN INDEPENDENT NOURISH AWARD

01 Expert Recognition

The only beauty and skincare awards evaluated entirely by qualified nutrition professionals — not magazine editors, brand consultants, or influencers.

02 Retail & Buyer Confidence

Health food stores, pharmacies, and wellness retailers increasingly stock products with independent credentials. A Nourish Award gives your product a reason to stand out on-shelf and in buyer meetings.

03 Real Feedback

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

04 Lasting Credibility

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

Expert Judging Panel

Naturopathic Doctors.

Certified Nutrition Specialists.

Integrative & Functional Medicine Practitioners.

Our Judges

EXPERTS IN INGREDIENT SCIENCE, FORMULATION & SKIN HEALTH

Our judges are practicing naturopathic doctors, certified nutrition specialists, and integrative and functional medicine practitioners. Understanding ingredient science — and what happens when substances are absorbed through the skin — is central to their expertise. They evaluate beauty and skincare products with the same critical rigor they apply to everything their clients consume and use.

That is the expertise behind every entry you submit. Your product is assessed on ingredient integrity, formulation quality, clean and safe composition, and whether it genuinely supports long-term skin health — by professionals who bring the same evidence-based approach to these awards as they do to their own client practice.

Criteria assessed: Natural ingredients · Free from harmful chemicals · Scientific substantiation · Cruelty-free · Sustainable packaging · Long-term skin health · Transparency & labeling

What Judges Look For

EIGHT CRITERIA ASSESSED BY QUALIFIED NUTRITION PROFESSIONALS

01 Natural & Active Ingredients

Products should contain natural ingredients with proven functional benefits. We look for active, purposeful ingredients with a clear rationale for every component included.

02 Scientific Substantiation

Claims should be backed by scientific evidence. Judges assess whether the formulation can genuinely deliver on its stated benefits.

03 Free from Harmful Chemicals

We look for products free from harmful chemicals, synthetic additives and parabens. Our panel reviews the full formulation, not just the headline actives.

04 No Artificial Colors or Irritants

Products should be free from artificial colorants and known skin irritants. Natural pigments and botanical coloring agents are welcome.

05 Cruelty-Free

Products should be developed and produced without animal testing at any stage, including individual ingredients where applicable.

06 Sustainable Packaging

Judges consider the environmental impact of packaging, including materials, recyclability, and whether packaging is proportionate to the product.

07 Long-Term Skin Health

Products should be formulated to support the integrity of the skin over time, not just deliver an immediate cosmetic effect.

08 Transparency & Labeling

Marketing claims on packaging and promotional materials should be 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, clean formulation, and a genuine commitment to natural actives and consumer transparency.

★

Nourish Recommended

60–69%

Good products that meet our quality threshold and are recommended by our expert panel as worthy of the Nourish badge.

No Award — Below 60% · All entrants receive a Nourish Evaluation Report with written feedback from Nourish Awards regardless of outcome.

Award Categories

TEN CATEGORIES ACROSS THREE PRODUCT GROUPS

Skincare

- Face & Neck Skincare
- Cleansing & Treatment
- Problem Skin Solutions

Body & Personal Care

- Body Care
- Scalp, Hair & Grooming
- Hand, Foot & Nail Care

Beauty & Wellness

- Makeup
- Sun Care & Self Tan
- Fragrance & Wellness
- Ingestible Beauty

Each product may be entered into **one category only**. Choose the category that best reflects the product's primary use. Judges award points per product entry. *Ingestible Beauty* products must comply with DSHEA in addition to standard FDA cosmetics regulations under MoCRA and the FD&C Act.

Entry Guide

WHAT YOU NEED TO KNOW BEFORE YOU ENTER

USA-based brands · Products sold or available in the US market · Final retail packaging required

Eligible Products

Clean, natural, or science-backed beauty, skincare, and ingestible beauty products sold in the USA. Products must comply with FDA regulations — cosmetics under MoCRA, ingestibles under DSHEA. Pre-launch products are eligible.

Individual SKUs

Each entry is for a single SKU. If you have a range of products, enter each separately. All variants of the same product (e.g. different scents or sizes) count as individual SKUs and require separate entries.

No Sales Minimum

There is no minimum sales requirement. Start-ups, emerging brands, and established businesses all enter on equal terms. The judges evaluate the product, not the brand's revenue or profile.

One Category Per Product

Each product may be entered into one category per entry cycle. Choose the category that best fits its primary purpose. After results, the same product may not be re-entered in the same awards cycle.

Product Samples

We require **5 units** of each SKU entered. Samples are not returned. Products must be in final retail packaging, as judges review labeling as part of the assessment. Shipping instructions are provided after entries close.

Award Badge Use

Awarded products receive a digital Nourish Award badge for use on packaging, websites, and marketing materials for two years from the date of the award. Badge use guidelines are provided on announcement.

Entry Fees

PER PRODUCT ENTRY (SKU) · PAYMENT BY CARD

TIER 1

Micro Business & Start-ups

$180

per product entry

Revenue under $2.5M in the past 12 months.

For emerging and early-stage brands building credibility with professional, independent validation.

TIER 2

Small–Medium Business

$385

per product entry

Revenue over $2.5M in the past 12 months.

For established brands looking to strengthen market position and build buyer confidence through expert recognition.

TIER 3

Large & Enterprise

$580

per product entry

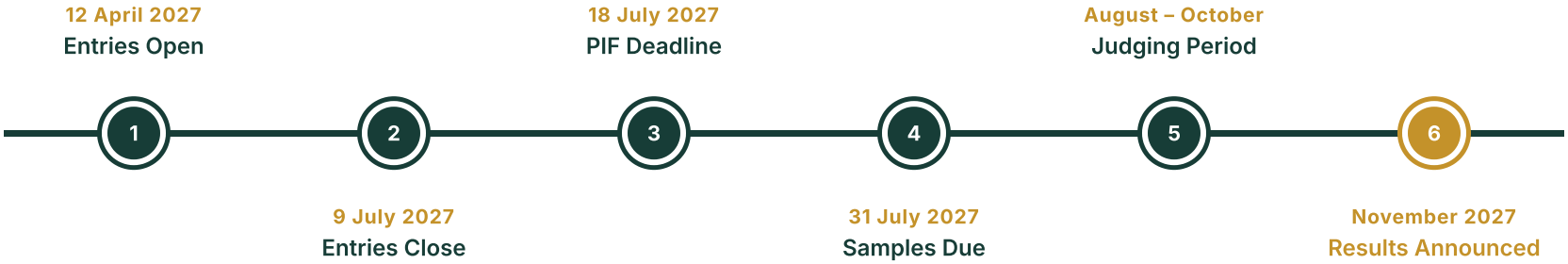
Revenue over $20M in the past 12 months.

For large-scale brands and enterprise businesses entering the Nourish USA program across multiple products or categories.

Refunds: Full refund until 9 July 2027. Category swaps until 18 July 2027. No refunds or swaps after the PIF deadline. Payment by card at time of entry. Revenue is self-declared on the honor system.

2027 Timeline

USA BEAUTY & SKINCARE CHAPTER



Enter at	Last day to	Product info	Send	Expert panel	Winners
nourishawards.org	**submit & pay**	**form due**	**5 units per SKU**	**evaluates**	**announced**

How to Enter

THREE STEPS TO SUBMIT YOUR PRODUCT

1

Register & Pay

Complete the online entry form at **nourishawards.org**. Select the single category that best fits your product (one category per product) and pay your entry fee by card. You will receive a confirmation email immediately with your entry details and what happens next.

2

Complete Your Product Information Form

The Product Information Form (PIF) link is included in your confirmation email. Complete it by **18 July 2027**. The PIF asks for your full ingredient list, product claims, certifications, and any supporting documentation — this is what your judging panel uses alongside your sample.

3

Send Your Samples

After entries close, we will contact you with your sample delivery window and shipping instructions. Please hold your samples until you hear from us — do not send them before you receive delivery instructions. Send **5 units** of each SKU in final retail packaging.

What You Receive

FOR EVERY ENTRANT · ADDITIONAL BENEFITS FOR AWARDED PRODUCTS

Award Benefits

★

Nourish 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 award to trade press, buyers, and investors.

✦

Social Feature

Potential social collaboration — direct exposure to the Nourish Awards audience of health-conscious consumers.

★

Nourish Evaluation Report

ALL ENTRANTS

Every entry — awarded or not — receives a comprehensive written evaluation from Nourish Awards. 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 beauty and skincare formulation. I'm blown away each year by the high standards and the genuine commitment to clean, effective products."

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 has boosted our reputation and reminded us to stay dedicated to creating innovative, top-notch products."

Jordi Mascio
Goldman Laboratories, UK

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

Olga Stepanko
Inné®, Germany

"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

"Displaying the badges has boosted conversion rates, as customers instantly trust a third-party stamp of quality. The judges' feedback has been invaluable for future product development."

Gundry MD
USA

Ready to Enter?

Entries open 12 April 2027 — closes 9 July 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

Sponsorship opportunities available — email diana@nourishawards.org