



Sophie Uliano and Gorgeously Green are proud to announce the

## *2016 Gorgeously Green Beauty Awards!*

The GGBA is a celebration of natural, holistic skincare and beauty - For over a decade Sophie has been a leader in the green/wellness community, with a distinct eye towards skincare and beauty.

Sophie's audience trusts her product reviews above all other recommendations because her breadth of knowledge and personal relationships with formulators guarantee readers a recommendation they can trust for healthy, glowing skin!

The 2016 GGBA is an amazing opportunity to spotlight your brand and products. Not only will Sophie be selecting winners in over 45 categories, but she will be created unique content across all of her platforms to engage and inform her audience about the world of healthy, green products available at all price points!

We are also excited to announce a new category to the 2016 GGBA - The Audience Choice Awards! The Gorgeously Green audience will have an opportunity to vote on their favorite products in each of the categories.

## HERE'S HOW IT WORKS

# 1

### NOMINATION

TODAY THROUGH JULY 31

#### **CLICK HERE**

to nominate your products into their respective categories. Sophie will open the nomination to the general public from June 1 to July 31st.

# 2

### FOR YOUR CONSIDERATION

AUGUST 15 THRU SEPTEMBER 30

Public voting will be open to all voters. Brands are of course invited to promote their nomination in categories and to invite their audience to vote.

# 3

### ANNOUNCING WINNERS

NOVEMBER 1

Winners in both the GGBA and the GGBA Audience Choice categories will be announced on November 1 - Just in time for the holiday marketing period. Winning products will be awarded The Gorgeously Green Beauty Award (An eBadge you are free to use when promoting your product, as well as a personalized testimonial from Sophie Uliano).

# FAQ

## IS THERE A COST TO PARTICIPATE?

Absolutely not. In fact, we don't want your money at the GGBA. These awards are given purely on merit - If you think you have an awesome product (and you probably do), please **SUBMIT** it!

## CAN I NOMINATE MORE THAN ONE PRODUCT?

ABSOLUTELY! You can submit to as many categories as you like! But you can only submit one product per category!

## WHAT MATERIALS DO I NEED TO SUBMIT?

You just need to submit a brand name/contact information, and a link to the product you want to promote.

## DO I NEED TO SEND THE PRODUCTS I'VE NOMINATED TO SOPHIE?

Yes! You do - Sophie and her beauty editorial team will be personally testing and reviewing all products submitted for nomination. These products will also be used in blog posts, videos and social media promoting the GGBA - This is a great opportunity for some organic promotion of your brand. Please send all submissions no later than July 31 to:

**Sophie Uliano**

**PO Box 601, 5042 Wilshire Blvd, Los Angeles, CA 90036**

## DOES IT MATTER HOW MUCH MY PRODUCT COSTS?

Not. At. All. Sophie's audience buys at all price points. The only things that matters are that your product is healthy for humans (and animals and the earth) and that your brand shares Gorgeously Green's core values.

## BUT WHAT ARE GORGEOUSLY GREEN'S CORE VALUES?

Great question - At Gorgeously Green, we look at a number of factors when recommending products. Primarily, we're looking at ingredients. Things that really turn us off are inorganic scents, parabens, butylated hydroxyanisole/butylated hydroxytoluene, bismuth oxychloride, coal tar dyes, DEA (diethanolamine), cocamide DEA, laramide DEA, ETA (ethanolamine), MEA (monoethanolamine), TEA (triethanolamine), formaldehyde and formaldehyde-releasing preservatives, non-specific "fragrance" listed on the label, microbeads, lead and other heavy metals, hydroquinone, nanoparticles, propylene and butylene, ingredients that end in "-siloxane" ... you get the picture. Keep the chemicals out, please. But we're also looking for other shared values, such as the use of organic products, vegan ingredients, cruelty-free, bonus-points for gluten-free, recyclable packaging, buy-one give-one programs and general awesomeness. At Gorgeously Green, we really think of ourselves as a family - We want to promote products that we would feel wonderful about giving to any member of our family.

## I'M NEW TO GORGEOUSLY GREEN, AND I WANT TO LEARN MORE ABOUT SOPHIE'S AUDIENCE REACH, ENGAGEMENT AND OTHER COLLABORATION OPPORTUNITIES!

First of all, let us all say WELCOME. We're so glad you're here! For more information of Gorgeously Green and Sophie Uliano, please reach out to Brand and Campaign Manager Katharine at

**Katharine@GorgeouslyGreen.com** - She'll tell you everything you need to know.

Got everything you need to know? **AMAZING** - You're off to the races. The next think you need to do is go submit!

**CLICK HERE** to start nominating your products!!

x x x

Contact:

**Katharine Crnko**

BRAND & CAMPAIGN MANAGER

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