

## ENTRY GUIDE



# Positive Luxury AWARDS 2025

BEAUTY  
BUSINESS OF THE YEAR

# BEAUTY BUSINESS OF THE YEAR

This award is for the luxury beauty or fragrance businesses who have transformed to more sustainable business practices and trailblazed new standards in the beauty or fragrance industry.

CATEGORY QUESTIONS	CRITERIA
What actions has your company taken in the last 12 months to lead real change within the luxury industry?	<ul style="list-style-type: none"> <li>Clear description of actions within the last 12 months and evidence to illustrating the impact</li> </ul>
Describe your company's approach to sustainable procurement, actions taken and the quantifiable impact in the last 12 month	<ul style="list-style-type: none"> <li>Clear explanation of the approach to sustainable procurement</li> <li>Qualitative and quantitative evidence of impact in the last 12 months</li> </ul>
Describe your company's environmental strategy, achievements and future targets? Please include your approach to packaging, water and waste management and hazardous materials	<ul style="list-style-type: none"> <li>Clear explanation of the overall environmental strategy, achievements and targets</li> <li>Detailed description of the approach to packaging, water and waste management and hazardous materials, biodiversity with evidence of positive impact</li> </ul>
Describe your company's social strategy. Please include your approach to health, safety and wellbeing	<ul style="list-style-type: none"> <li>Clear explanation of the overall social strategy, achievements and targets</li> <li>Detailed description of the approach to health, safety and wellbeing</li> </ul>
What plans do you have to meet higher and higher standards between now and 2030?	<ul style="list-style-type: none"> <li>Description of the company plans to continue achieving higher sustainability standards until 2030</li> <li>Clear targets and measurements until 2030</li> </ul>
Outline how you have communicated your sustainability efforts over the past 12 months to your stakeholders	<ul style="list-style-type: none"> <li>Qualitative information on the sustainability communication strategy in the last 12 months for each stakeholder group</li> <li>Evidence and examples showcasing the communication in action</li> </ul>

## APPLICATION TIMELINE



For more information contact:

Natalie Worthington  
Relationship Marketing Manager  
[Natalie.worthington@positiveluxury.com](mailto:Natalie.worthington@positiveluxury.com)