

ENTRY GUIDE

Positive Luxury AWARDS 2027

BEAUTY BUSINESS
OF THE YEAR

Celebrating Real Change.

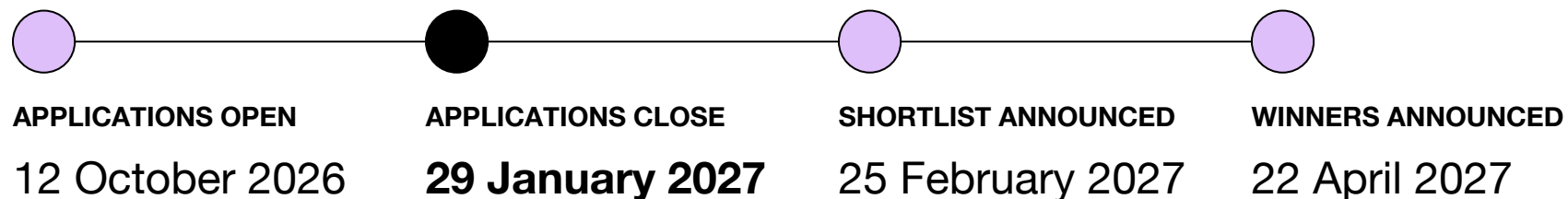


BEAUTY BUSINESS OF THE YEAR



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.

APPLICATION TIMELINE



For more information contact: **Natalie Worthington** natalie.worthington@positiveluxury.com

CATEGORY QUESTIONS & CRITERIA

Your application should answer each question in full. The criteria set out what the shortlisting committee and judges will assess your response against.

	CATEGORY QUESTIONS	CRITERIA
01	What actions has your company taken in the last 12 months to lead real change within the luxury beauty or fragrance industry?	• Clear description of actions within the last 12 months and evidence illustrating the impact
02	Describe your company's approach to sustainable procurement, actions taken and the quantifiable impact in the last 12 months	• Clear explanation of the approach to sustainable procurement • Qualitative and quantitative evidence of impact in the last 12 months
03	Describe your company's environmental strategy, achievements and future targets? Please include your approach to packaging, water and waste management and hazardous materials	• Clear explanation of the overall environmental strategy, achievements and targets • Detailed description of the approach to packaging, water and waste management and hazardous materials, biodiversity with evidence of positive impact
04	Describe your company's social strategy. Please include your approach to health, safety and wellbeing	• Clear explanation of the overall social strategy, achievements and targets • Detailed description of the approach to health, safety and wellbeing
05	What plans do you have to meet higher and higher standards between now and 2030?	• Description of the company's plans to continue achieving higher sustainability standards until 2030 • Clear targets and measurements until 2030
06	Outline how you have communicated your sustainability efforts over the past 12 months to your stakeholders.	• Qualitative information on the sustainability communication strategy in the last 12 months for each stakeholder group • Evidence and examples showcasing the communication in action

SAMPLE APPLICATION RESPONSE

Previous shortlisted and winning applications have structured responses, addressing all aspects of the questions and criteria detailed. Here is a sample response.

NB: this is a purely illustrative sample response, showing a best-practice structure and quantitative data. This structure does not guarantee your application will be shortlisted.

QUESTION What actions has your company taken in the last 12 months to lead real change within the luxury industry?

SAMPLE RESPONSE

Beyond our own targets, the last 12 months focused on actions designed to shift standards across the wider industry, not just within our own operations.

Formulation & ingredients: Published our full fragrance allergen and ingredient disclosure methodology as an open industry standard in early 2025 — now adopted by 4 other luxury fragrance houses, covering an estimated 12% of the premium fragrance market. Reformulated 68% of our fragrance portfolio to remove all EU-restricted and voluntarily-restricted substances, up from 22% a year earlier.

Refill & packaging innovation: Launched our first industry-standard refill cartridge, designed to be interoperable across brands rather than proprietary, and open-sourced the design specification. Refill uptake reached 31% of eligible fragrance sales in its first nine months. Virgin plastic in packaging fell from 340 to 145 tonnes annually, a 57% reduction.

Supply chain transparency: Became founding signatory of a new cross-industry vanilla and ylang-ylang sourcing coalition, launched in 2024, now covering 60,000 smallholder farmers across 3 countries with shared traceability infrastructure. Extended our own Tier 1 ingredient traceability from 71% to 94% of volume.

Industry advocacy: Led the drafting of a new cross-brand animal-testing-free certification standard adopted by our national industry association in 2024, now the reference standard used by 28 member brands. Hosted 3 open-knowledge workshops sharing our carbon accounting methodology with 40+ smaller beauty brands without cost.

APPLICATION CHECKLIST

Before you submit, check your application against the following.

	Company information	Have you provided responses to all the contextual company information questions?
	ESG action	Do your responses clearly demonstrate actions across all areas detailed in Environment, Social and Governance?
	Highlighted areas	Have you addressed the specific areas detailed in the application criteria?
	Evidence-based	Entries must be supported by verifiable data, documentation or third-party evidence – claims without evidence are not accepted.
	Supporting documents	Confirm the supporting documentation and evidence has successfully uploaded to the assessment portal. If not, please email documents to natalie.worthington@positiveluxury.com .

We look forward to receiving your application.

If you have any questions or need assistance with your application, please contact Natalie Worthington on natalie.worthington@positiveluxury.com

ABOUT POSITIVE LUXURY

Since 2011, Positive Luxury have blended technical ESG expertise with luxury industry experience, empowering over 140 luxury brands, retailers and suppliers with impactful ESG solutions that optimise long-term profitability and sustainable growth. Through consultancy services, ESG+ assessment, Butterfly Mark certification and the new Good Supplier Programme, its team of experts give unrivalled support, helping companies across the globe meet higher and higher standards for people, nature and business.

If you'd like to find out how our comprehensive sustainability services can unlock value for you, contact our team on hello@positiveluxury.com.

- ✓ Fast-track sustainability
- ✓ Prepare for legislative shifts
- ✓ Communicate with credibility
- ✓ Future-proof your business

www.positiveluxury.com