*beautyworld*
MIDDLE EAST

# AWARDS 2025

## Beauty Deserves Recognition

**The Middle East's most prestigious beauty and fragrance awards**

# SPECIAL EDITION

BW CONFIDENTIAL




# Celebrating beauty innovation

More than 450 senior decision-makers gathered to celebrate beauty innovation at the sixth edition of the Beautyworld Middle East Awards, which took place at a glittering ceremony at the Conrad Hotel in Dubai on October 29. The evening was a resounding success: glamorous, vibrant and firmly in tune with the region's status as a global beauty hub.

The black-tie gala dinner and ceremony included live performances and an exclusive after-party, which provided valuable networking opportunities among industry leaders, founders and creatives. The atmosphere was electric and the setting impeccable.

The Awards celebrate the region's outstanding talent, innovation and brands in 17 categories, marking one of the industry's most anticipated annual occasions. Recognized as a key benchmark for excellence across beauty, fragrance and wellness, the Awards highlight the creativity and progress shaping the future of the global beauty industry from the heart of Dubai.

This year, Beautyworld Middle East organizers received a record number of entries—more than 800. From these entries, 85 finalists were shortlisted and judged by a jury of 20 judges.

> "This has been a great success—while we had a record number of entrants, numbering over 800, the level of quality was also exceptionally high, reflecting the growing strength and maturity of the Middle East beauty market."

Beautyworld Middle East Event Director Ravi Ramchandani



# Congratulations to the Beautyworld Middle East Award Winners


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beautyworld MIDDLE EAST AWARDS 2025

## Lifetime Achievement Award



### The Winner

**Jacques Cavallier-Belletrud**

The Lifetime Achievement Award went to Jacques Cavallier-Belletrud, Master In-House Perfumer at LVMH, to recognize his career as one of the leading experts in the luxury fragrance field.

## Conscious brand of the year

### The Winner

**LUSH**
**Fresh Handmade Cosmetics**

The Conscious Brand of the Year award honours a brand that exhibits outstanding dedication to sustainability, ethical standards and social responsibility.

LUSH FRESH HANDMADE COSMETICS

### The Finalists



Eartheories



idemo



Le Jardin Retrouvé

LUSH FRESH HANDMADE COSMETICS
LUSH
Fresh Handmade Cosmetics



MOREGANICS

## Cosmetic product of the year

### The Winner

**Easy Bake Setting Spray**
Huda Beauty

This award celebrates products that deliver exceptional results, while offering a fresh approach to enhancing beauty across the face, lips, and eyes. Whether through natural ingredients or targeted solutions for specific concerns, the winning product must demonstrate boundary-pushing creativity.




### The Finalists



**Arooba Signature Eyeshadow Dips Desert Goddess**
Arooba Beauty




**Easy Bake Setting Spray**
Huda Beauty



**Remember Me Lip Gloss**
LAVERNE



**Artist Color Pencil**
MAKE UP FOR EVER




**Under Eye Brightener**
Palladio Beauty Group

## Hair product of the year

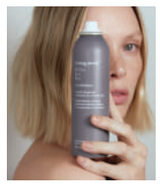
### The Winner

**Living Proof PhD Dry Shampoo**
Beauty Solutions Trading

The Hair Product of the Year award honors exceptional products that have significantly influenced the hair care industry—whether a treatment, styling solution or cleanser.




### The Finalists



**Living Proof PhD Dry Shampoo**
Beauty Solutions Trading



**Hair & Scalp Clay**
Maria Dowling



**ghd Heat Protect Spray**
Nazih Group




**SH-RD Protein Cream**
SHAAN HONQ



**Fabulous Leave-in Mask**
Tempting Professional





## Hair styling device of the year

### The Winner

**ghd Chronos Max**
Nazih Group

The Hair Styling Device of the Year award recognizes a standout hair styling tool that has made a significant impact on the hair care industry.



### The Finalists



**Gold Hair Professional Keratin Straightener Iron**
Kenaan International Cosmetics



**ghd Chronos Max**
Nazih Group



**ghd Duet Blowdry**
Nazih Group



**JRL Forte Pro Hair Dryer FP2020H**
Nazih Group



**Mixed-Bristle Brush**
Raghad Organics

## Homegrown brand of the year

### The Winner

**OJAR**

The Homegrown Brand of the Year award celebrates the most outstanding brand launched and headquartered in the Middle East.




### The Finalists



**Gaudia Beauty**



**LAVERNE**



**Lootah Perfumes**




**LoveLash**



**OJAR**

## Innovative packaging of the year

### The Winner

**LAVERNE x GEORGINA RODRÌGUEZ SENSE PERFUME**
LAVERNE

This award celebrates packaging that breaks away from traditional norms—whether through new materials, forms, or functionality—to address challenges and deliver impactful solutions.



### The Finalists



**Gold Desert Collection Founding Day Edition**
Assaf



**Pure Grinding Cleansing Balm**
Dr. Althea



**LAVERNE x GEORGINA RODRÌGUEZ SENSE PERFUME**
LAVERNE



**LAVERNE BEAUTY LIPGLOSS COLLECTION**
LAVERNE



**INDOMITABLE**
PERFUMERY PARIS CORNER

## Luxury packaging of the year

### The Winner

**Fanscentic**
Mercury Global Packaging & Solutions

The Luxury Packaging of the Year award acknowledges the most exceptional and inventive packaging design that has left a significant mark on the luxury goods industry.



### The Finalists



**ISLAND BLISS**
ARMAF



**Luxury Box**
Carmen Perfumes



**LUMIORA**
EMBAROUGE



**Fanscentic**
Mercury Global Packaging & Solutions



**Guinot Eye Summum Balm**
Nazih Group





## Male grooming product of the year

### The Winner

**Resurfacing Peel**
MÄNN Skincare

The Male Grooming Product of the Year award honors standout products that have redefined men's grooming and made a lasting impression in the industry.




### The Finalists



**Daimon Barber Yuzu Paste**
Beauty Solutions Trading



**Daimon Barber Texture Dust**
Beauty Solutions Trading



**Resurfacing Peel**
MÄNN Skincare



**BaBylissPRO Trimmer Boost +**
Nazih Group



**Marine Miracle Creme**
Transformulas

## Media campaign of the year

### The Winner

**Ube Collection**
Huda Beauty

The Media Campaign of the year award honors the most impactful and successful media campaign in the beauty industry. It celebrates campaigns that effectively communicated their message, increased brand awareness and achieved measurable results.



### The Finalists



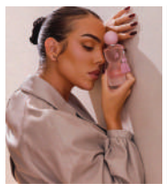
**Karim Benzima - Pegasus Ramadan Campaign**
Assaf



**FLORMAR X SAFA SIDDIQUI Ramadan 2025 Campaign**
Flormar



**Ube Collection**
Huda Beauty



**SENSE by LAVERNE x GEORGINA RODRÍGUEZ**
LAVERNE



**LA'DOR BAKHUR Classic by LAVERNE**
LAVERNE

## Nail product of the year

### The Winner

**Artistic**
**BASE COAT**
**REACTIVE BONDER**
Nazih Group

The Nail Product of the Year award honors outstanding and game-changing products that have made a significant impact in nail color, art, and care.




### The Finalists



**4 IN 1**
**COMPLETE CARE**
**Base Coat**
Flormar



**LIQUID BUILDERS**
MAL



**Artistic**
**BASE COAT**
**REACTIVE BONDER**
Nazih Group



**BANDI**
**ULTRA NATURE**
**TOP COAT**
Nazih Group



**CARE**
**Cuticle**
**Scrub Softener**
Thuya Professional Line

## Newcomer brand of the year

### The Winner

**HAAN**

The Newcomer Brand of the Year award honors the most outstanding new brand that has made a significant impact on the beauty industry within its first two years of operation.




### The Finalists



**AÏZA**



**ARMAF BEAUTE**



**Gaudia Beauty**



**HAAN**



**Siyate**





## Niche fragrance of the year *Sponsored by Düllberg Konzentra*

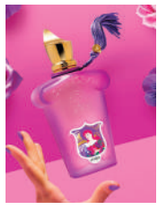
### The Winner

**Caden**
OMANLUXURY

The Niche Fragrance of the Year award honors an exceptional and boundary-pushing fragrance that has made a lasting impression in the niche fragrance market.




### The Finalists



**La Tosca**
Casamorati by Xerjoff



**SOLAR FLAIR**
OJAR




**Caden**
OMANLUXURY



**LACTONIC**
SCENTOLOGIA



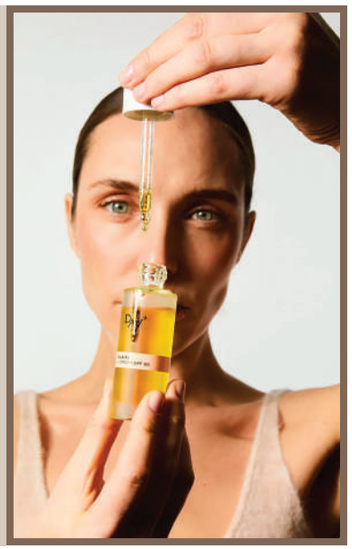

**IL PADRINO**
SOSPIRO

## Personal care product of the year

### The Winner

**UV Drops SPF 50**
DAY+

The Personal Care Product of the Year award recognizes advances in body care, sun care, personal care and toiletries, spotlighting products that have reshaped the market.



### The Finalists



**UV Drops SPF 50**
DAY+



**Bio Serum For Eyelashes & Eyebrows**
DE MOI



**Refresh Her Intimate Gel Wash**
Fmnn



**Shower Glow Filter**
Maison Émeraude



**Madagascar Centella Hyalu-Cica Water-Fit Sun Serum**
SKIN1004

## Popular fragrance of the year

*Sponsored by Eurofragance*

### The Winner

**Yum Boujee Marshmallow | 81 Eau de Parfum Intense**
KAYALI

The Popular Fragrance of the Year award honors a fragrance that has achieved significant success and recognition in the mass market, making a notable impact on the fragrance industry through impressive sales and widespread popularity.




### The Finalists



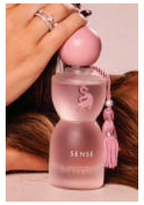

**Mango Ice**
Gulf Orchid




**Yum Boujee Marshmallow | 81 Eau de Parfum Intense**
KAYALI



**Teriaq Intense**
Lattafa




**Sense by Laverne x Georgina Rodríguez**
LAVERNE



**Nero**
Sedra Perfumes

## Retailer of the year

### The Winner

**BEAUTIQUE**

The Retailer of the Year award recognizes the leading independent retailer in the beauty industry.



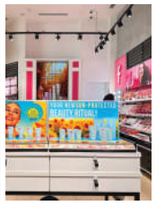
### The Finalists



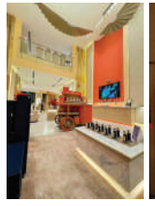
**Ajmal Perfumes**



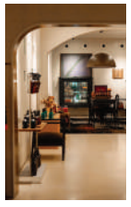
**BEAUTIQUE**



**Flormar**



**Reef**



**Villa 515**





## Skincare product of the year

### The Winner

**Phyto AOX Facial Oil N°10**
TOPICAL SKIN

The Skincare Product of the Year award celebrates the leading products in skincare, recognizing those that have made a meaningful impact in the market.




### The Finalists




**Sukkar Rush High-Shine Lip Treatment**
AÏZA




**Patchology Serve Chilled™ On Ice**
Beauty Solutions Trading



**Peptide Eye Fluid**
Methode Brigitte Kettner



**Madagascar Centella Tone Brightening Capsule Ampoule**
SKIN1004




**Phyto AOX Facial Oil N°10**
TOPICAL SKIN

## Technology innovation of the year

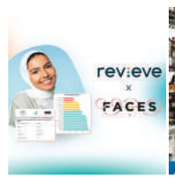
### The Winner

**Olfactory Intelligence**
Osmo

The Technology Innovation of the Year award recognizes a groundbreaking technology, product or solution that has made a significant impact on its industry or society.



### The Finalists




**Faces & Revieve**
Faces



**Olfactory Intelligence**
Osmo



**Zestós DryFloat**
Gharieni



**DUALSONIC**
JION MEDITECH



**Enima Light & Muilli2**
LILLYCOVER

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# AWARDS 2025



## BW Confidential congratulates the Beautyworld Middle East Awards 2025 finalists and winners










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