

Beauty Deserves Recognition

SPECIAL EDITION

BW
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beautyworld
DUBAI
AWARDS
2026

Congratulations to the Beautyworld Dubai Award Winners

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BEAUTYWORLD DUBAI ICON AWARD: HUDA KATTAN



> “I couldn’t have done this without my amazing community, and I’m so grateful to the region. I know that I couldn’t have done this anywhere else”
>
> Huda Beauty founder, Huda Kattan

Huda Kattan, founder of Huda Beauty, was honoured with the Beautyworld Dubai Icon Award in recognition of her influence on the global beauty industry.

Kattan built Huda Beauty from Dubai into one of the most recognized and commercially important beauty brands of the past decade and helped define the creator-led model.

Huda Beauty, which Kattan founded in 2013, is one of the most-followed beauty brands on Instagram, with nearly 57 million followers. Its YouTube channel has more than 4.1 million subscribers, while its TikTok audience has grown to more than 10.7 million.

From color to fragrance, from Dubai to the world

Kattan bought back her equity in the brand she founded from TSG Consumer Partners in 2025, after having sold a minority stake to the private-equity company in 2017. Having regained complete control of Huda Beauty, Kattan embarked on a rebrand with a new logo and a roadmap focused on bold product launches and deeper community engagement. In a major move, Kattan launched the brand’s first fragrance in May called Easy Bake Intense Eau de Parfum.

The idea for the fragrance started with the brand’s community as a limited-edition April’s Fool joke. Given the strong reception to the scent, the fragrance was refined and launched on the market. The scent is positioned as the final touch in the beauty routine, or as Kattan puts it “the final step of glam, bottled.”

On presenting the Award, Detlef Braun, Member of the Executive Board of Messe Frankfurt, said: “The queen of make-up is entering the world of fragrance. Easy Bake set the faces of millions, and now it will scent them too. To every perfume house in this room, watch closely.” He added: “She has changed the conversation around beauty, and built a global community of millions, She helped redefine what it means to build a beauty brand from the Middle East and take it to the global stage, inspiring a new generation of beauty lovers and entrepreneurs. A true beauty icon in every sense of the word.” Kattan accepted the Award through a video message from Paris shown during the ceremony. “I’m so honoured to receive this Award,” she said. “When I came into the beauty industry, it was important to me that I made a difference, to show people that we are all capable of so much and that beauty is so empowering. I couldn’t have done this without my amazing community, and I’m so grateful to the region. I know that I couldn’t have done this anywhere else.”

Beautyworld Dubai thanks its sponsors

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eurofragance

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Recognising beauty innovation

Beauty executives came together to celebrate innovation at the seventh edition of the Beautyworld Dubai Awards, which took place at a glittering ceremony at Le Méridien Dubai Hotel & Conference Centre on October 7, during the show's milestone 30th edition.

The evening was a glamorous event and firmly in tune with the region's status as a global beauty hub.

The Awards recognise achievement across the full breadth of the sector, from fragrance, skincare and cosmetics, to hair, packaging, retail and beauty technology. This year's winners were drawn from a shortlist of 85 finalists spanning established international names, homegrown Gulf brands and first-time challengers. Winners were selected by an independent panel of 20 judges from across the international beauty industry—brand leaders, perfumers, editors and educators.

A highlight of the ceremony was the presentation of the Beautyworld Icon Award to Huda Kattan. Entrepreneur and founder of the Dubai-born Huda Beauty brand, Kattan is the personification of what it means to build a beauty brand from the Middle East and take it to the global stage. It was a fitting marker for an edition that celebrated not just global beauty, but the region's growing place within it.

Other standout winners included Lattafa, L'Oréal Groupe Middle East, SWEED and homegrown brand AÏZA, a mix of companies that reflect both international and regional strength.

> "Thirty editions into Beautyworld Dubai's story, the Awards show that the region is no longer just a market for global beauty, but a source of it. Our congratulations to every winner and to everyone who made this year's shortlist"

Messe Frankfurt Middle East CEO Ted Bloom





BEAUTYWORLD DUBAI AWARDS 2026 BY CATEGORY

CONSCIOUS BRAND OF THE YEAR

The Winner

Sknfed

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



The Finalists



Elelù Beauty



idemo



Ki.Sui



Sknfed



TEMYRIS

COSMETIC PRODUCT OF THE YEAR

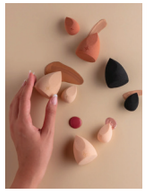
The Winner

Pre-Glued Cluster Lash Kit - Natural
Tatti Lashes

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



Addoony Wonder Blender
Addoony Cosmetics



Hero All Day Plumping Lip Stain
APRILSKIN



SHE'EN Lip Oil Gloss
ASTERI BEAUTY



Eastern Beasts Sculpting Makeup Palette
Florasis



Pre-Glued Cluster Lash Kit - Natural
Tatti Lashes

HAIR PRODUCT OF THE YEAR

The Winner

Color Wow Dream Coat Supernatural
L'Oreal Groupe Middle East

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 Style Refresh Mist
Beauty Solutions



Gloss Toners with Bonder - liquid demi-permanent hair color
Danger Jones



Color Wow Dream Coat Supernatural
L'Oreal Groupe Middle East



S000 Swim Shampoo
MAKEMAKE Inc.



Scalp Retreat Regenerating Shampoo
Nourwish®

HAIR STYLING DEVICE OF THE YEAR

The Winner

Glam Ceramic Air Styling & Drying System
Shark Beauty

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 Master Dryer
Kenaan International Cosmetics Tr.



GHD CHRONOS CURVE MAX WAND
Nazih Group

GHD SPEED HAIR DRYER
Nazih Group



Glam Ceramic Air Styling & Drying System
Shark Beauty



HAIR One Touch Airflow Styler Pro
SHEGLAM

HOMEGROWN BRAND OF THE YEAR

The Winner

AÏZA

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



The Finalists



AÏZA

ASSAF

ASSAF



MÄNN Skincare



The Camel Soap Factory



Vimi Joshi Beauty

INNOVATIVE PACKAGING OF THE YEAR

The Winner

Sunrise and Sunset Dates essences
moondune

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



Blooming Rouge Love Lock Lipstick
Florasis



Sunrise and Sunset Dates essences
moondune



The Show Magnifique
Perfumery Paris Corner LLC



Seasons Drift Extrait De Parfum
Seasons Drift by RiiFFS



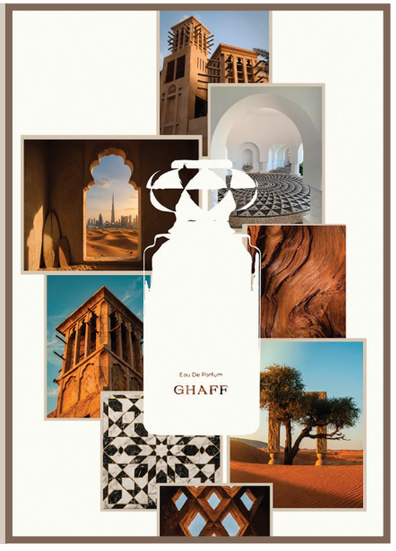
La Minaudière de Beauté
TEMYRIS

LUXURY PACKAGING OF THE YEAR

The Winner

Luxury Fragrance Collection
GHAFF

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.



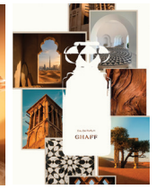
The Finalists



LUMIORA
EMBAROUGE



Nectar Aura Luminous Cream Foundation
Florasis



Luxury Fragrance Collection
GHAFF



Globe Collection
Maison Asrar



Bloom Renaissance Haute Texture Eyeshadow Palette
Nadine Njeim Beauty

MALE GROOMING PRODUCT OF THE YEAR

The Winner

Daily Detox Cleanser
MÄNN Skincare

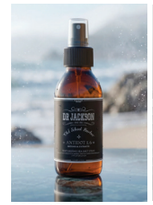
The Male Grooming Product of the Year award honors standout products that have redefined men's grooming and made a lasting impression in the industry.



The Finalists



Beard & stubble softener
Daimon Barber



ANTIDOT 1.6 TEXTURIZING SEA SALT SPRAY
DR. JACKSON



ONYX SF PRO Shaver
JRL



Daily Detox Cleanser
MÄNN Skincare



Beard Growth Oil
Village Barber

MEDIA CAMPAIGN OF THE YEAR

The Winner

Umberto Giannini x Dunkin Curl Cafe
Umberto Giannini

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



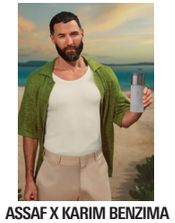
Club de Nuit Bling: The World Wore the Red Carpet
Armaf



Umberto Giannini x Dunkin Curl Cafe
Umberto Giannini



Easy Bake Intense Eau de Parfum
Huda Beauty



ASSAF X KARIM BENZIMA
ASSAF



Freedom Collection
KAYALI

NAIL PRODUCT OF THE YEAR

The Winner

BANDI
COLOR SKIN GEL
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



ARTISTIC Reactive Breathable 3-in-1
Nazih Group



BANDI COLOR SKIN GEL
Nazih Group



BANDI TOP GEL
Nazih Group



Diamond Spa Crystal & Solvent Salt Dual-Step Treatment
Beauty Palm



PEPTI-PLUMP NAIL COLOR

NEWCOMER BRAND OF THE YEAR

The Winner

SWEED

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



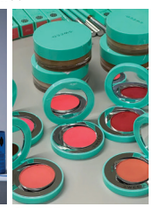
Arabiyat Sugar from the House of My Perfumes



MÄNN Skincare



SOOO



SWEED

NICHE FRAGRANCE OF THE YEAR

The Winner

NITRO MUSK EDP
SCENTOLOGIA

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



Romazzino
Adamo Parfum



Kinam
Clive Christian



HOMMAGE 1744
OMAN LUXURY



NITRO MUSK EDP
SCENTOLOGIA



Rebel
Tadhana

PERSONAL CARE PRODUCT OF THE YEAR

The Winner

Kids All-in-One
SOOO

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



HAND SANITIZER BRIGHT ROSE
HAAN



No Cast Just Dew PDRN Hydrating UV Sun Serum
medicube



Hypochlorous Acid Body Peel Shot
medicube



Madagascar Centella Hyalu-Cica Water-Fit Sun Serum
SKIN1004



Kids All-in-One
SOOO

POPULAR FRAGRANCE OF THE YEAR

The Winner

Asad Elixir
Lattafa

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



Arabiyat Prestige Marwa
Arabiyat Prestige by my perfumes



Club De Nuit - Bling
Armaf



Arrogate Attacks
Assaf



Eden Plush Pear | 23
KAYALI



Asad Elixir
Lattafa

SKINCARE PRODUCT OF THE YEAR

The Winner

DEW GOOD Restorative Serum
ASTERI Beauty

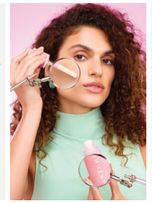
The Skincare Product of the Year award celebrates the leading products in skincare, recognizing those that have made a meaningful impact in the market.



The Finalists



Carrotene IPMP™ Clearing Solution
Aprilskin



DEW GOOD Restorative Serum
ASTERI Beauty



Zero Pore Pad
medicube



Madagascar Poremizing Quick Clay Stick Mask
SKIN1004



Swim Body Wash
SOOO

RETAILER OF THE YEAR

The Winner

Reef Group

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



The Finalists



Addoony Beauty



LUSH Fresh Handmade Cosmetics



Niche Gallery



RASASI PERFUMES



Reef Group

TECHNOLOGY INNOVATION OF THE YEAR

The Winner

AI Beauty & Wellness Operating System
Salonist

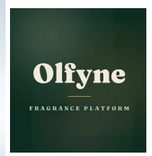
The Technology Innovation of the Year award recognizes a groundbreaking technology, product or solution that has made a significant impact on its industry or society.

Salonist

The Finalists



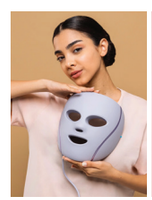
Hydrafacial®



Olfyne

Salonist

AI Beauty & Wellness Operating System
Salonist



CryoGlow Under-Eye Cooling + LED Face Mask
Shark Beauty



AI-Powered Personalized Beauty Platform
Wynter Beauty

BW Confidential congratulates the Beautyworld Dubai Awards 2026 finalists and winners







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