



7th HER WORLD BEAUTY AWARDS 2007 FACT SHEET

31 January 2008 at Pan Pacific Singapore, Pacific 2, 3pm to 5pm

A. TO QUALIFY FOR NOMINATION

1. Products must be launched in Singapore between **October 2006 to September 2007.**
2. Products must be available over the counters of departmental stores, retail boutiques or outlets.

B. EXPERT PANEL

Internal Nomination Panel (SPH Magazines – Her World)

- Elisabeth Gwee, Editor
- Jeanette Ejlersen, Beauty & Fashion Director
- Eva Wong, Deputy Editor
- Denyse Yeo, Features Editor
- Goh Yee-Huay, Beauty Writer
- Melissa Chew, Beauty Writer

External Nomination Panel

- Dr Low Chai Ling, Sloane Clinic
- Dr Vanessa Phua, Asia Health Partners
- Peter Khor, Makeup Artist
- Andy Lee, Makeup Artist

C. NUMBER OF PRODUCTS NOMINATED

2007 Nominations

- 454 products in 32 major categories
- Each major category may be broken down into sub-categories e.g. Dry Skin – Cleanser, Dry Skin – Moisturizer etc.

FYI. 2006 – 298 products in 29 major categories.

D. HOW TO VOTE

- Forms in the magazine – Her World November & December 2007 issues

E. AWARD CATEGORIES

- All 32 categories of products will be honored with crystal trophies, for both Editors' & Readers' choice winners.
- There will also be a grand prize – HER WORLD BEAUTY AWARD OF THE YEAR 2007 – given to the product/brand which has garnered the highest number of votes from the panel of judges. It will be presented by our Managing Director, Mr Allen Loh.
- Out of the 32 categories :
 - 27 categories will have a winner each for Readers' Choice & Editors' Choice.

- **3 of the categories** will have a winner for Readers' Choice & 2 winners for Editors' Choice
– **Oily Skin Mask, Eyes Care and Shampoo/Conditioner – Repair.**
- **1 of the categories** will have 3 winners for Readers' Choice & 1 winner for Editors' Choice
– **Treatment - Anti-Cellulite/Firming**
- **7 of the categories** will have 1 winner for both Readers' Choice & Editors' Choice
– **Normal-Combination Skin Mask, Oily Skin Mask, Lips Care, Make Up Bases, Concealer, Lips Colour and Best Newcomer.**
- 14 (including the Grand Prize) of the 32 categories will have their trophies presented on stage. All other winners will be presented with their trophies after the event.
- The complete results will be published in the Her World's March 2008 issue.

F. 32 MAJOR CATEGORIES OF NOMINATED PRODUCTS

FACE – BASIC SKINCARE

- Dry Skin
 - Cleanser
 - Moisturiser
 - Mask
- Normal-Combination Skin
 - Cleanser
 - Moisturiser
 - Mask
- Oily Skin
 - Cleanser
 - Moisturiser
 - Mask

FACE – SPECIAL SKINCARE

- Acne
 - Cleanser
 - Moisturiser
 - Mask
 - Spot Treatment
- Whitening
 - Serum
 - Mask
- Anti-Ageing
 - Skin Prep
 - Moisturiser for Wrinkles
 - Moisturiser for Lifting & Firming
 - Treatment for Wrinkles
 - Treatment for Lifting & Firming
 - Mask
- Pore Minimiser
- Peels
- Sun Protection

EYES

- Care
- Mask

LIPS

- Care

MAKEUP

- Bases
- Foundation
 - Anti-Ageing
 - Whitening
- Concealer
- Mascara
- Brows
- Lips - Colour

BODY

- Cleanser
- Exfoliant
- Treatment
 - Anti-Cellulite/Slimming
 - Anti-Ageing/Firming
- Hand Care

HAIR

- Shampoo / Conditioner
 - Colour Protection
 - Anti-Dandruff
 - Repair
- Treatment
 - Breakage
 - Hair Loss

FRAGRANCES

- Women's
- Men's

MEN'S

- Cleanser
- Moisturiser

BEST NEW OR REVAMPED COUNTER/STORE

BEST NEWCOMER

MOST INSPIRING AD

BEAUTY AWARD OF THE YEAR (GRAND PRIZE)

About Her World

Her World is Singapore's most established monthly women's magazine with the highest readership. Her World equips today's achieving woman with information she can use – it is Singapore's authority on fashion and beauty, career, health, relationships, and lifestyle trends. It inspires with engaging reads, keeps its audience updated on international trends, and covers relevant issues with depth, breadth and sophistication. Her World's monthly circulation is 62,530, audited by the Audit Bureau of Circulation. Its readership is 210,000, according to the AC Nielsen Media Index 2007, reinforcing its position as the best-read women's magazine in Singapore. Her World is also published in Malaysia, Indonesia and Thailand.
