

DANISH
BEAUTY
AWARD 2026

&

SCANDINAVIAN
BEAUTY
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BEAUTY
AWARD

20 år
2007-2026

ABOUT DBA

The Danish Beauty Award will be held in 2026 for the 20th time. The date is set for April 24, 2026, at the Tivoli Congress Center. The Danish Beauty Award is an award in the cosmetics industry for the best beauty products of the year – including treatments, clinics, spas and dietary supplements.

Every year there is found five nominees in each category, and all the winners receive their statuettes at a grand award show, where suppliers from the beauty industry, the press, retailers, sponsors, and others interested in beauty come together at a gala dinner. The red carpet is always crowded.

And for the first time ever we will present the SCANDINAVIAN BEAUTY AWARD.

Tickets will go on sale at Billetlugen.dk in early 2026.



ABOUT SCANDINAVIAN BEAUTY AWARD

To mark the 20th anniversary of the Danish Beauty Award, we are proud to launch the **Scandinavian Beauty Award 2026** – a new award that celebrates the most visionary products and brands making a strong impact across Denmark, Sweden, and Norway.

The Scandinavian Beauty Award 2026 recognizes both international giants and strong local brands with global potential in two categories: **International** – for products and brands originating outside Scandinavia and **Local** – for products and brands with roots in Denmark, Sweden or Norway.

Registration is via danishbeautyaward.dk/tilmeld. The products must have been marketed in all three Scandinavian countries in 2025 and must comply with current EU legislation, including the Cosmetics Regulation, as well as national marketing regulations.

The Scandinavian judging panel from the Danish Beauty Award selects five nominees and one winner in each category. The assessment is based on performance, potential, and the ability to set the agenda in the Scandinavian market. Products must be submitted for evaluation to the judge's panel. Addresses are found [here](#).

A nomination or win is a strong mark of recognition across all of Scandinavia – and a powerful tool for creating awareness and growth. All nominees and winners are granted free access to use the official Scandinavian Beauty Award 2026 logo in their marketing efforts.

Early bird (before December 1, 2025): DKK 1,980 ex. VAT per product
Standard fee (after December 1, 2025): DKK 2,500 ex. VAT per product



CATEGORIES

Registration can be done at the register page at www.danishbeautyaward.dk in the following categories

- ✧ Hair Care Award of the Year
- ✧ Hair Styling Product of the Year
- ✧ Makeup Product of the Year (Face/Eyes/Lips)
- ✧ Face Care Product of the Year
- ✧ Body Care Product of the Year
- ✧ Nail, Hand & Foot Product of the Year
- ✧ Serum of the Year
- ✧ Cleansing Product of the Year
- ✧ Men's Product of the Year
- ✧ Feminine/Masculine Fragrance of the Year
- ✧ Niche Fragrance of the Year / Indie / Functional Fragrance
- ✧ Niche Award of the Year
- ✧ Danish Product of the Year
- ✧ New Brand of the Year (International/Danish)
- ✧ Danish Trade Award - The Jury Special Award
- ✧ Thoughtfulness Award (ESG)
- ✧ Care & Protect Award
- ✧ Series of the Year (International/Danish)
- ✧ Beauty Accessory of the Year / Electric Beauty Tool
- ✧ Classic of the Year
- ✧ Fiery Soul of the Year
- ✧ Treatment of the Year (Biohacking/Holistic)
- ✧ Salon/Clinic/Shop/Spa of the Year
- ✧ Inner Beauty/Inner Wellbeing
- ✧ The Matas Award
- ✧ Scandinavian Beauty Award



JUDGES PANEL 2026

Anthony Aconis, Fireball

Christina Haak, Ph.D, Dermatologist

Esben Hougaard, Magasin

Ewa Silfverin, Matas

Julia Sofia, Influencer

Karen Marie Groth, Skin specialist & Podcaster

Kirsten Schmidt, Boozt

Line Friis, Cosmetician, Spa designer

Louise Byg Kongsholm, pej gruppen

Nina Larsen, Hair- & Makeupartist

Sahar Mohajer, Holistic therapist Sahar's

Sara Falkenberg, Hairstylist

Signe Eflund, Hair- & Makeupartist

Anne-Dorte Mathiesen, Chairman of the Jury



REGISTRATION 2026

Registration of products, treatments, places and fiery souls takes place at www.danishbeautyaward.dk/register. You must fill in the form if you have products, treatments, places that you would like to have enrolled in the Danish Beauty Award 2026. Registration for Scandinavian Beauty Award is taking place through this site as well.

All cosmetic products that are legally marketed and launched in 2025 on the Danish market can be registered. For the cosmetic products, it applies that all new launches, "line extensions" and relaunches that can be evaluated and registered. A registration must be completed per product, person, place or treatment. You can register a product in all the categories where you believe it naturally belongs. Please write concisely and precisely the good arguments for why it is a winner.

The product must be sent to the judges only once, even if it is entered in several categories (14 products). You will receive a registration confirmation by email. The Early Bird fee per registration is DKK 1,980 ex VAT until 1 December 2025, regardless the number of categories. From December 2nd fee is DKK 2,500 ex VAT. Invoice is sent separately per mail - do not wait for an invoice before the product is sent.

The deadline for registration is 7 January 2026. There is no fee for Classic of the Year and proposals for Fiery Soul of the Year. Remember to state the PO number if required by your company.



INNER BEAUTY & INNER WELLBEING 2026

The Inner Beauty/Inner Wellbeing category has its own panel of seven experts.

Inner Beauty focuses on beauty from within. The category includes dietary supplements, superfoods, probiotics, etc. The products are for consumers who focus on hair, nails and skin condition and skin radiance. The panel is a professionally competent panel of seven experts with different approaches to assessing the possible effect of ingredients but also trends and the market. The assessment will therefore be a 360-degree assessment, based on the fact that the registered products are all legally marketed on the Danish market. The registered products in this category must have been available on the Danish market in 2025 but not necessarily launched in 2025. The winning products from the last 5 years of the Danish Beauty Award cannot participate again.

Inner Wellbeing is seen as a state of balance, calm and satisfaction that comes from within. It is dietary supplements with a focus on factors that can support inner well-being, such as sleep, energy, stress and general balance in the different phases of life.

Food supplements are considered food and are regulated in relation to food legislation. There are special rules for food supplements in the Food Supplements Directive (2002/46) and the National Executive Order on Food Supplements (BEK no. 141 of 07/02/2023). When it comes to claims, the products must comply with the applicable rules described in the Claims Regulation (1924/2006) as well as the approved claims described in EFSA's EU Register on nutrition and health claims.



LOGOS & SOME 2026

Nominated products and winners will be displayed on the Danish Beauty Awards Instagram.

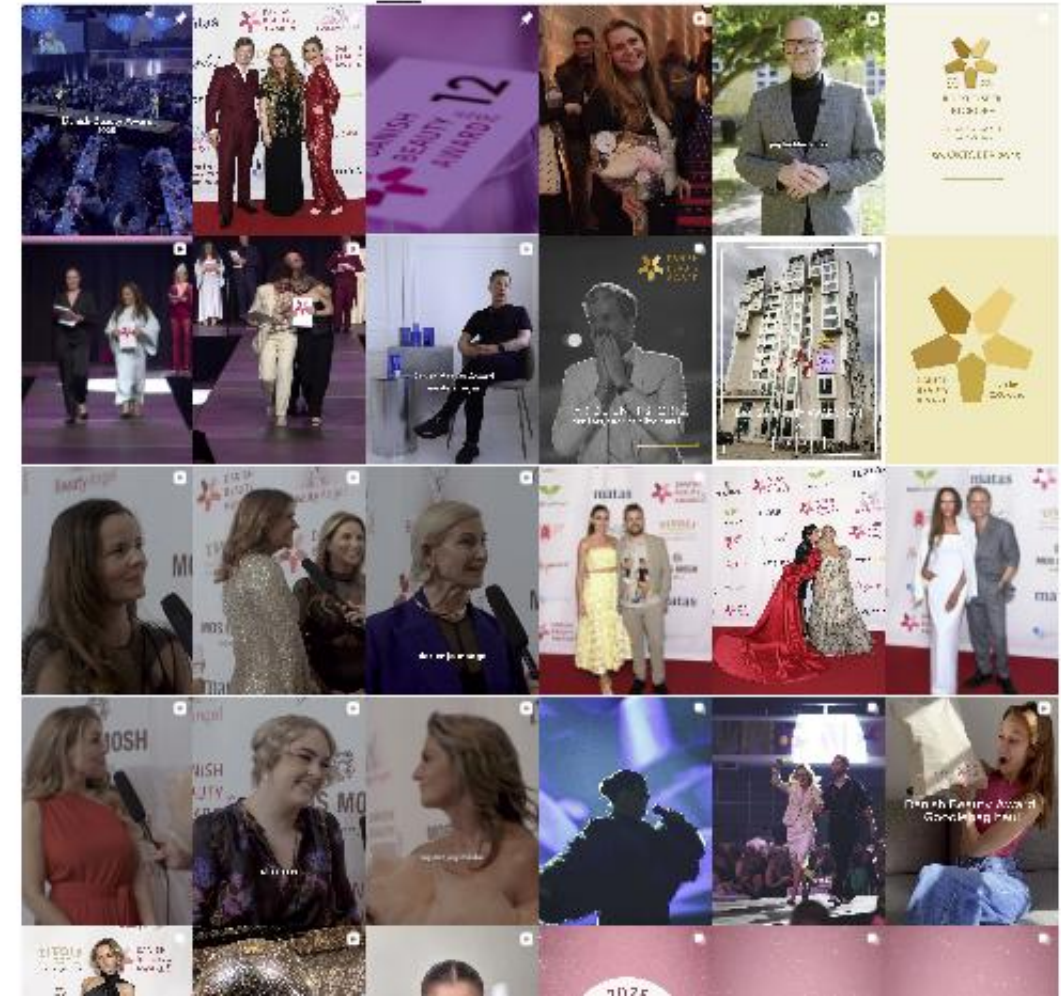
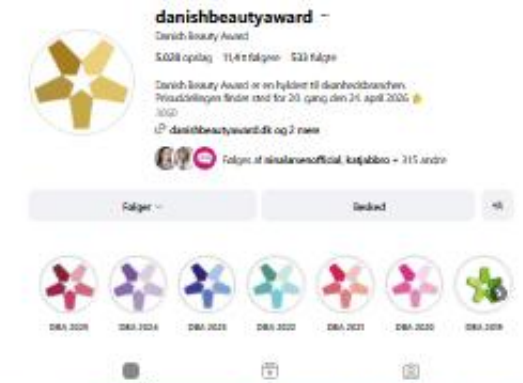
All products that are nominated are allowed to promote themselves by being nominated in the specific category where they appear among the 5 nominees.

It is possible to use the Danish Beauty Awards nominee logo that belongs to the category and year in marketing. As a winner of the Danish Beauty Award, you are given the right to use the winner logo for the year in which the product wins.

The logo can only be used in conjunction with the specific winning product. The logo will always follow the product – i.e. if the product changes distributor or owner, the logo will follow the winning product.

The logo may not be changed or distorted.

Nominees and winners can use the logo for free.



DBA 2025 AFTERMOVIE



DANISH BEAUTY AWARD 2025 - The Aftermovie

https://youtu.be/lxquJ3nAzhQ?si=oNPW-UQ_DUdoRXZo

QUESTIONS?

PLEASE CONTACT

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