



EVO & EVA

PREMIO INTERNAZIONALE
L'OLIVO NELLA COSMESI NATURALE

EVO&EVA OLIVE TREE IN NATURAL COSMETICS - INTERNATIONAL AWARD

REGULATION

PREAMBLE

The EVO&EVA International Award has been inspired by Associazione Nazionale Donne dell'Olio, and organized since its first edition together with CIBI, the Italian Organic Consortium creating the BIOL Prize awarding since more than 20 years the most appreciated extra virgin organic olive oil in the world.

The EVO&EVA International Award has the scope to promote the use of raw materials sourced from the olive tree in natural and organic cosmetics, emphasizing their extraordinary emollient, antioxidant, hydrating and nutritional properties.

The awarding of excellence for those products that will distinguish themselves as regards the use of olive derived raw materials, as well as for their innovative content and true natural and organic formulation, is indeed a very powerful tool, giving visibility to the best productions on front of consumers and field operators, while stimulating companies to compete and improve the quality of their productions.

THE EVO&EVA COMMITTEE

The «EVO&EVA Committee - The Olive Tree In Natural Cosmetics International Award» is in charge of all technical aspects related with the award organization («The Committee»), supported by the EVO&EVA Managing Secretary («The Secretary»). The Committee has the role of guarantee of the truthfulness and regularity of all award procedures

COMPETITION NOTICE

The EVO&EVA Competition Notice («The Notice») will be published on the award website (www.evoeva.it) indicating deadlines for the submission of requested documents and samples to the Secretary, according to the present Regulation. A large diffusion among interested companies, journals and social media will be given to the Notice.

Article 1

Allowed to participate in the Award are cosmetic products, wherever produced, based on natural raw materials and possessing a natural or organic cosmetic certification (*EVO&EVA 2021. Enclosure n. 1 – Not allowed ingredients. Admission Criteria for Participating Products*).

Also allowed participating are cosmetic products which are not natural or organic certified but do not contain in their formulation any of the ingredients listed in enclosure 1 (*EVO&EVA 2021. Enclosure n. 1 – Not allowed ingredients. Admission Criteria for Participating Products*).

Natural and Organic certified cosmetic products participating in all the award categories will have a 5% increase in the final score.

Article 2

The presence of one or more raw materials derived from olive in the formulation of the cosmetic product is a mandatory condition for the submission of the request to participate in the award. According to the provisions of the Notice the company will provide all necessary information as regards olive derived ingredients used in their products. The company guarantees the truthfulness of their own declarations.

Article 3

Products participating in the award must be on the market and be packaged and labelled according to existing legal provisions.



Article 4

Products admitted to the Award are:

1. Body Creams
2. Face Creams
3. Hand Creams

It is mandatory that each participating product, independently of the product category it belongs, contains one or more olive derived ingredients in its formulation.

Article 5

EVO&EVA 2021 – AWARDS AND MENTIONS

THE EVO&EVA OLIVETREE AWARDS

For each product category (body, face and hand creams) the following awards will be given:

- ❖ to the first classified:
EVO&EVA OLIVETREE EXTRA GOLD 2021
- ❖ to the second classified :
EVO&EVA OLIVETREE GOLD 2021

The Awards will be assigned by the EVO&EVA 2021 Jury considering two main criteria : a) the “naturalness” of the product depending on its intrinsic natural characteristics as well as its olive derived content appearing in its formulation, and b) the sensorial properties of the product.

The « naturalness» of the product as considered in a) will be evaluated by a group of selected chemists and cosmetologists based on information provided by the participating companies, using criteria and evaluation forms approved by the Chairman of the Technical Group (*EVO&EVA 2021. Enclosure n. 2 – The Technical Commission. Composition. Duties. Operating Procedures*).

The sensory analysis considered in b) will be evaluated with a Consumer Test according to the standard cosmetic procedures and under the supervision of ISPE - Institute of Skin and Product Evaluation (*EVO&EVA 2021. Enclosure n. 3 – Consumer test. Operating Procedures*).

THE EVO&EVA CERTIFICATE OF MERIT

Only for the “EVO&EVA OLIVETREE” prize, and for each product category (body, face and hand creams), the Certificate of Merit will be awarded to the first two products ranking immediately after the winners in each category:

- ❖ *EVO&EVA HIGHLY COMMENDED 2021*

THE SPECIAL PRIZE “EVO&EVA OLIVETREE FARM”

This award is intended for agricultural companies that have developed their own cosmetic products based on olive not being cosmetics in their prevailing activity. For each of the considered product category (body, face and hand creams) the best ranking company will be awarded the prize:

- ❖ *EVO&EVA OLIVETREE FARM 2021*

THE EVO&EVA EVOLUTION AWARD

Among all participating products **independently of the product type** the two products that better emphasizes the presence of olive derived ingredients in their composition, particularly considering originality and innovation, will be awarded the following prizes:

- ❖ to the first classified :
EVO&EVA EVOLUTION EXTRA GOLD 2021
- ❖ to the second classified :
EVO&EVA EVOLUTION GOLD 2021

The presence of the term “EVOLUTION” in the awards is meant to recognize the innovative use of the olive tree in a cosmetic formulation. The Awards will be assigned by the Technical Commission (*EVO&EVA 2021. Enclosure n. 2 – The Technical Commission. Composition. Duties. Operating Procedure.*)

THE EVO&EVA PACKAGING AWARD

All participating products **independently of the product type** will be evaluated according to their visual appearance (labelling, packaging and communication), particularly considering the functionality and sustainability of all packaging components. The two products ranking the best score as regards aesthetic, functionality, sustainability and ability to communicate the presence of olive derived ingredients will be awarded the following prizes:

- ❖ to the first classified :
EVO&EVA PACKAGING EXTRA GOLD 2021
- ❖ to the second classified :
EVO&EVA PACKAGING GOLD 2021

Three Certificates of Merit will also be assigned:

EVO&EVA PACKAGING OLIVETREE 2021, to the packaging best representing its content;
EVO&EVA PACKAGING EVOLUTION 2021, to the most innovative packaging solution;
EVO&EVA PACKAGING FOOTPRINT 2021, to the most sustainable packaging solution.

The awards will be assigned by the EVO&EVA 2021 Jury based on the evaluation made by a selected group of designers, marketing experts, trainer specialist, journalists and artists and in partnership with the IED of Milan – European Design Institute (*EVO&EVA 2021. Enclosure n. 4 – The Packaging Evaluation Commission. Composition. Duties. Operating Procedures*).

Article 6

Products undergoing the *Consumer Test* will be anonymous.

All products and information given by the companies will be submitted anonymously to the different panel of experts, except those for which the packaging must be evaluated.

Article 7

Companies willing to participate with one or more products will need to fill all relevant parts of the *Participation Request* which is published in its editable format in the EVO&EVA Award website (www.evoeva.it) or that can be requested addressing the EVO&EVA Secretary (evoeva@pec.it), **within the time deadline indicated in the Notice and following its provisions**. Together with the filled and signed *Participation Request* the payment receipt as illustrated in Article 8 of the present Regulation must be sent to the Secretary.

Article 8

The participation fee is Euro 290 if due for the first product, and Euro 110 if due for each following product. **Agricultural companies have the right to a 30% discount**. Payments will be made by a bank swift in favour of EVO&EVA indicating the exact legal name of the company together with its fiscal code and/or VAT number. Products for which the participation fee has not been paid will not be admitted to the Award. Only payments made to EVO&EVA **according to the indications that will be given in the Notice** will be accepted.

Article 9

The Committee has the right to exclude from the EVO&EVA award the products not complying with the provisions listed in the present Regulation and in the Notice. The judgment of the Committee is unquestionable.

In case one or more products do not complain with the admission criteria the company will have no right to the reimbursement of the paid fees as for article 8 of the present Regulation neither to the restitution of the products sent to the Secretary.

Article 10

Each company can participate to the EVO&EVA OLIVETREE 2021 award with not more than two commercial references for each product category (body, face and hand creams). All admitted products have the right to participate to the EVO&EVA EVOLUTION 2021 e a EVO&EVA PACKAGING 2021 awards and, if produced by an agricultural company, also to the EVO&EVA FARM 2021 award.

Article 11

1. For each participating products and according to the **procedures and deadlines indicated in the Notice**, the Secretary must receive in one single sealed box :
2. The “Product Information Sheet” containing all relevant information about the product, its traceability (lot n.) and the presence of olive derived ingredients. The “Product Information Sheet” will be published in its editable format inside the EVO&EVA Award website (www.evoeva.it), or alternately requested addressing the EVO&EVA Secretary (evoeva@pec.it). All information received from companies will be kept as confidential (*EVO&EVA 20121 Enclosure n. 5 – Product Information Sheet*)
3. n. 3 samples of the original product with same packaging used to market the product.
4. Samples to be sent to the *Consumer Test*, according to the indications detailed in the Notice as regards numbers and quantities. The Managing Secretary will send to all participating companies the anonymous containers to be used with instructions to fill and seal them properly. It will be the responsibility of the company to operate without any risk of contamination (*EVO&EVA 2021. Enclosure n. 3 – Consumer test. Operating. Procedures*)

Article 12

An entitled legal expert (notary, lawyer, law officer) appointed by the Committee will open the sealed boxes, attributing a secret code number to each received sample, product sheet and other information given by the participating companies.

Article 13

All samples will be kept by the Secretary in a dedicated room and under controlled temperature and humidity until delivered to the *Consumer Test*.

Article 14

The Committee holds the right to perform chemical-physical analysis on untouched received samples with the aim of verifying the conformity of the formulation and the presence of olive derived ingredients.

Article 15

Participating companies will need to send their requests and their samples within the time deadline detailed in the Notice. The award organizers declines all responsibilities for deliveries outside the time deadlines or for complete or partial loss of samples or damages occurring during the delivery. Freight costs are upon participating companies. Samples not directly sent to the Secretary address will not be considered

Article 16

The EVO&EVA 2021 Jury embraces experienced and recognized professionals working in both the beauty and olive farming and oil production: agronomist and olive oil experts, media and communication expertises, journalists, chemists, cosmetologists, sensorial analysts, designers). The Jury creates its own subcommissions based on the different and relevant expertises represented among its members and takes advantage of the work of three different entities to draw its conclusions : the Consumer Test (Enclosure 3) , the Technical Committee (Enclosure 2) and the Packaging Expert Group (Enclosure 4). Based upon those different evaluations the Jury will assigne the definitive ranking to all products and declare winners.

Article 17

The EVO&EVA 2021 Jury verdict and declaration of the award winners are unquestionable. Only the names of the winning companies will be made public with the press, and the final score attained by each product in each award category will be kept as confidential. Companies winning the EVO&EVA OLIVETREE 2021 and OLIVETREE FARM 2021 Awards, and companies receiving the Certificate of Merit EVO&EVA HIGHLY COMMENDED 2021 will have access to the *Consumer Test* results for their communication purposes. Those data will not be made public unless explicitly authorized by the involved company.

Article 18

The Committee will give visibility to the products and companies winning one of the EVO&EVA awards by communicating, also through a specialized Communication Advisor Agency (Equipe International - Milan), with national and international specialized, authoritative and well known magazine and journals recognized within the beauty and olive fields. Winning companies and products will be given a great emphasis on all social media belonging to the partners and organizers of the award.

Article 19

Products winning the EVO&EVA OLIVETREE EXTRAGOLD 2021 award for each category will have an additional and exclusive benefit: the ISPE institute – Institute of Skin and Product Evaluation - will determine the **sensory profiles** of the winning products, a very precious knowledge tool for cosmetic companies. ISPE will profit of its special Panel composed of trained and expert evaluators capable of describing in a very detailed and precise way the sensorial properties of cosmetics.

To the winners of the EVO&EVA PACKAGING EXTRA GOLD 2021 and EVO&EVA PACKAGING GOLD 2021 and of the Certificates of Mention EVO&EVA PACKAGING OLIVETREE 2021, EVO&EVA PACKAGING EVOLUTION 2021 and EVO&EVA PACKAGING FOOTPRINT 2021 will be given an additional public visibility thanks to the partnership with IED – Istituto Europeo di Design.

Article 20

All awarded products will be listed inside the 2021 Online Guide «The Beauty of the Olive Tree», linked with the EVO&EVA award website (www.evoeva.it). The Guide will show product pictures and descriptions, company contacts, indication of the awarded prize and, only for the winners of the EVO&EVA OLIVETREE EXTRAGOLD 2021 award for each category, the Consumer Test results and the sensory profile. It is intended that all publication must receive a prior and written approval from the interested company.

Article 21

The EVO&EVA mark will be assigned to all winning products. The Committee authorizes winning companies to use the mark corresponding to their award in the following ways:

1. The company can freely use the EVO&EVA mark in its communication but only in relation with the winning product.
2. The EVO&EVA mark can be printed on packaging of the winning products. The cost of printing the mark is on charge of the requesting company.

Article 22

All winning companies together with the EVO&EVA jury and technical committee members, specialized bloggers and journalists will be invited to participate in the concluding event of the Award. In this occasion the President of the Jury will announce the winners of the EVO&EVA 2021 Awards and Mentions and confer the Prizes and Certificates to the companies. To the concluding EVO&EVA 2021 event will be given the largest communication to the media and companies will have the opportunity to debate about their winning products with specialized bloggers and journalists.

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EVO&EVA 2021 – Enclosures

EVO&EVA 20121. Enclosure n. 1 - Not allowed ingredients. Admission Criteria for Participating Products.

EVO&EVA 20121. Enclosure n. 2 - The Technical Commission. Composition. Duties. Operating Procedures.

EVO&EVA 20121. Enclosure n. 3 - Consumer test. Operating Procedures.

EVO&EVA 20121. Enclosure n. 4 - The Packaging Evaluation Commission. Composition. Duties. Operating Procedures.

EVO&EVA 20121. Enclosure n. 5 - – Product Information Sheet

All enclosures will be available on our website (www.evoeva.it) together with the Notice.

Alteranatively those may be requested to the Award Secretary.