

THE FRAGRANCE FOUNDATION

THE FRAGRANCE FOUNDATION AWARDS 2013: FRAGRANCE OF THE YEAR CONSUMER CHOICE AWARD

The Consumer Choice Award represents the collective voice of fragrance consumers.

CRITERIA AND PROCESS:

1. **Eligibility** — All fragrances launched from January 1, 2012 to December 31, 2012 in the U.S.
2. **Entry Fee** — **Members:** \$500 per nominated fragrance
(Membership dues for 2013 must have been paid)
Non-members: \$2,500 per nominated fragrance

Due Date — Entries must be received by The Fragrance Foundation **no later than Friday, JANUARY 25, 2013.**

PLEASE NOTE: THERE WILL BE NO DEADLINE EXTENSIONS.

3. **Nomination** — To nominate a fragrance in the Consumer Choice category:
 - a. Complete and return the attached **Validation Form**, identifying the fragrance (name and company, as it should appear on the e- ballot).
 - b. E-mail a **300 DPI J-PEG (finished size – 4” x 4”)** of your nominated fragrance to info@fragrance.org. Please only send images as attachments.
 - c. Submit **THREE bottles of fragrance** with each entry.

Please note: All eligible entries become the property of The Fragrance Foundation

4. **Finalists** — Once your **notarized Validation Form and Entry Fee** are received, the fragrance will be placed on the Consumer Choice nominee list in alphabetical order. The **top five finalists** for both Women's and Men's will then be determined for the official e-ballot, based on sales and popularity, by a special committee of fragrance experts with the input of Kline & Company.

5. **Promotion** — The top five finalists for both Women's and Men's will be featured and promoted in national beauty/fashion publications and online/broadcast outlets.
6. **Sampling** — Consumers will be able to request an accordion brochure featuring LiquaTouch/ScentSeal samples of the 10 finalists via The Fragrance Foundation's Facebook page.

If your nominated fragrance is chosen as a finalist, the cost to participate in the sampling initiative is \$16,500. This program will put your fragrance directly in the hands of 50,000 fragrance devotees.

7. **Official E-ballot** — In May, consumers will be driven via print/online/television outlets to vote on The Fragrance Foundation's new website.
8. **Results** — One Women's and Men's Consumer Choice Award winner will be announced and honored at the The Fragrance Foundation Awards 2013 Ceremony on Wednesday, June 12, 2013 at Alice Tully Hall, Lincoln Center in New York City.

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NOMINEE VALIDATION FORM

The following fragrance:

_____ (Fragrance Name and Company as it should appear on the e-ballot)

Women's Fragrance

Men's Fragrance

was launched in 2012 and is eligible to be considered as a nominee for the
2013 Consumer Choice Award

LIST NAMES OF:

Fragrance Supplier: _____

Perfumer: _____

Bottle Designer: _____

Bottle Producer: _____

Package Designer: _____

Cap Supplier: _____

Pump/Activator Supplier: _____

NOTARY STAMP BELOW

(Signature of **Officer** of the
Company only)

(Title)

(Print name)

(Company)

Company Contact person: _____

Phone: _____ Email: _____

Payment Information:

____ submission(s) at \$500 each for members

____ submission(s) at \$2,500 each for non-members

- Check payable to The Fragrance Foundation in the amount of \$ _____ is enclosed.
- Visa/Mastercard/American Express (circle one) in the amount of \$ _____ to be charged to my card.

Account number _____ - _____ - _____ - _____
Expiration date ____ - ____ - ____ V-code _____
Name as it appears on card _____
Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Tel _____ Fax _____
E-mail _____

If chosen as a finalist, _____ agrees to
(Fragrance Name and Company)

participate in consumer sampling mailing at the cost of \$16,500 per fragrance.

(Signature of **Officer** of the Company only)

**E-mail a 300 DPI J-PEG (finished size - 4" x 4") of your nominated fragrance to
info@fragrance.org**

**AND return this signed and notarized form along with payment and three (3) bottles of
fragrance by Friday, JANUARY 25, 2013 to:**

**The Fragrance Foundation
2013 Fragrance of the Year Consumer Choice Awards
545 Fifth Avenue, Suite 900
New York, NY 10017**

If you have any questions, please contact The Fragrance Foundation at 212.725.2755