

Press Release Issued by NZ Beauty Industry Awards  
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For Immediate Release

## **Association collaborate with 2015 industry awards**

The "NZ Beauty Industry Awards is formally announcing its collaboration with The New Zealand Association of Registered Beauty Therapists for the upcoming 2015 industry awards.

The prestigious event awards experienced beauty professionals, young talent and outstanding business people for their distinguished achievements in the beauty and spa industry. Organisers are modifying the format of the awards evening and partnering with the industry's principal Association to evolve the awards program. The award categories and criteria have been carefully analysed by the Association and represent the changing landscape of the broader beauty industry. Additional sectors of the industry, such as nails and makeup, will now be included in the award categories with judging criteria tailored to each profession.

Organiser of the NZ Beauty Industry Awards and the renowned NZ Beauty Expo, Simon Gillson says, "We are delighted to establish this timely partnership with the industry Association. The awards have been established for 10 years now and we felt, the current format, did not fully represent the current state of our industry. The partnership provides expertise in the beauty industry to ensure the NZ Beauty Awards are the pinnacle awards program and the evening is the night of nights to celebrate this great industry."

The awards evening, previously consisting of a black tie gala dinner, will have a slightly different arrangement in 2015, with the gala dinner being substituted for a cocktail evening. The cocktail evening has been established to increase the capacity of the award celebrations as well as create a more affordable night for guests attending the event.

Judy West, President of The New Zealand Association of Registered Beauty Therapists says, "We are excited at the opportunity to work in partnership with NZ Beauty Expo. The beauty industry has seen many changes in recent years and the format of the awards has not kept pace with these changes. We have modified the award categories and added two new categories of Nails and Makeup which we feel will make this a more inclusive event for the industry."

More information and details on how to register and submit an application for the NZ Beauty Industry Awards 2015 will be available soon at [www.nzbeautyindustryawards.com](http://www.nzbeautyindustryawards.com).

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