

# SUSTAINABILITY MASTER AWARD

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## **Recognising environmental responsibility, innovation, and conscious leadership in aesthetics.**

The Sustainability Award honours those within the aesthetics industry who are driving meaningful change towards a greener, more responsible future. This category recognises individuals, clinics, and companies that have embedded sustainability into the core of their operations — from how they source, produce, and deliver services, to how they educate their teams and clients about environmental impact.

Sustainability is no longer an optional extra; it's a defining marker of modern business excellence. In an industry known for its innovation and transformation, true leaders are those who understand that beauty and sustainability can — and should — coexist harmoniously.

This award celebrates those who are not only making operational changes but also inspiring a cultural shift — proving that environmentally conscious practices can enhance profitability, reputation, and client trust.

Whether it's through energy-efficient technologies, waste reduction initiatives, sustainable packaging, supplier transparency, or circular economy thinking, these nominees are setting new standards for environmental and social accountability within the aesthetic industry. Entrants are encouraged to demonstrate how sustainability has been integrated into the heart of their business model — not as a one-off project but as an ongoing commitment to continuous improvement and innovation. Judges will be seeking real-world examples of leadership, education, and measurable outcomes that showcase how sustainability and success go hand in hand.

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## WHAT JUDGES ARE LOOKING FOR:



### **LEADERSHIP AND TEAM DEVELOPMENT:**

A clear sustainability vision and evidence of leadership commitment.



### **OPERATIONAL EXCELLENCE:**

Implementation of sustainable practices across operations (e.g. energy, water, waste, consumables, or packaging).



### **STRATEGIC THINKING:**

Integration of ethical and sustainable sourcing in supply chains.



### **COMMUNICATION AND CULTURE:**

Efforts to engage, educate, or inspire staff, patients, and the wider community about sustainability.



### **IMPACT:**

Quantifiable impact and results achieved — financial, operational, or environmental.



### **RECOGNITION:**

Demonstrated innovation that advances environmental responsibility in aesthetics.

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## TIPS FOR ENTRANTS:

- Show, Don't Just Tell
- Go beyond broad statements—include real examples of how wellness is embedded into your clinic culture or services. Whether it's a staff wellness day, mental health support, or client aftercare protocols, show us how it works in action.
- Include Testimonials or Staff Feedback
- Let your team or clients speak for you. Include a few short quotes or testimonials that reflect how your wellness approach has made a positive impact.
- Highlight Innovation
- Wellness doesn't have to mean yoga mats and smoothies (though that's great too!). Share any unique or creative wellness initiatives you've implemented—especially those that are sustainable and scalable.
- Provide Measurable Impact
- If you've noticed changes in staff retention, client satisfaction, or team morale, include that! Even small shifts backed by evidence or observation help tell a powerful story.
- Align with Your Brand Values
- Wellness should feel like an extension of your brand, not a box-ticking exercise. Explain how your wellness efforts are authentic and integrated into your overall mission.
- Keep It Clear and Concise
- Judges will appreciate clear, well-structured answers. Use headings or dot points where appropriate and avoid jargon.