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**The Independent Cosmetic Manufacturers And Distributors to  
Introduce Industry Award at in-cosmetics® North America  
Inaugural Event**

*ICMAD has been invited to introduce Innovation Zone Best Ingredient Award 2016 at inaugural in-cosmetics® North America event.*

**Deer Park, IL; August 26, 2016** – ICMAD is proud to announce that it has been invited to present an industry award at the inaugural in-cosmetics® North America event. The Innovation Zone Best Ingredient Award is designed to celebrate the development of a unique active or functional ingredient that combines innovative science and product features in a way that demonstrates substantial benefits to manufacturers and end-users when compared to existing ingredients. ICMAD will appoint a panel of judges who will select the Gold and Silver Award winners who have launched a new ingredient within the last six months or who are launching exclusively at the show.

in-cosmetics® global is the leading global business event for personal care ingredients. With previous events taking place in Shanghai, China; Seoul, Korea; Sao Paulo, Latin America; and Bangkok, Asia; in-cosmetics® Paris 2016 brought together the world's leading R&D marketing specialists, formulators, and personal care ingredients suppliers, and showcased the most diverse range of innovative cosmetics technologies, services, and ingredients. Its unrivalled educational program provided a crucial insight into future scientific regulations, emerging trends, and advances.

in-cosmetics® is now bringing its global event to North America and a partnership with ICMAD brings even more exposure to the North American event. The Innovation Zone Best Ingredient Award is broken into two categories; functional and active ingredients. Fifteen companies have entered and the winners will be crowned at the in-cosmetics® Awards Ceremony on September 7<sup>th</sup> from 6:00 p.m. to 8:00 p.m. at Pier 36 in New York City. In addition, there will be two other Awards given: “Best Ingredient made from Recycled Ingredient” Award (Cosmetics Design) and “Formulation Challenge” (in-cosmetics North America Award).

Pamela J. Busiek, ICMAD President and CEO, said: “ICMAD is honored to partner with in-cosmetics® in judging and awarding the Innovation Zone Best Ingredient Award. Innovation and creativity is soul of our association and its membership. We are very excited to celebrate that philosophy with in-cosmetics® North America!”

Stop by ICMAD's booth, booth **E14**, to learn more about ICMAD, as well as the services and benefits the organization provides. The in-cosmetics® North America event will take place in New York City on September 7 & 8, 2016 and will run in partnership with MakeUp in New York, which runs on the same dates. For more information visit <http://www.in-cosmeticsnorthamerica.com/en/Education-overview/Marketing-Trends/Day-1/>.

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