

# 2018 Editors' Choice Submissions FAQs

**Q:** Is there a maximum limit on how many products I can submit for the awards?

**A:** We don't have a set limit and encourage brands to submit as many products as they like to be considered.

**Q:** What is the submission deadline?

**A:** All submissions are due by January 15, 2018 (to include samples shipped).

**Q:** Why are 10 samples of my submissions needed?

**A:** We have over 15 editors with a variety of texture types. To be sure that an editor from each type has the opportunity to trial your product and give feedback to review with the team, 10 samples are the minimum requested.

**Q:** Once I've submitted my products, will I get any feedback before announcements are made?

**A:** As editors trial the products, they keep thorough notes on how each has performed for them. These are then taken and reviewed as a team to choose the winners. To remain completely brand agnostic in their review, this information is not shared with brands prior to announcements.

**Q:** I entered a product last year and we didn't win. Is there anything that we can do to better our chances?

**A:** We recommend reviewing previous year's winners & the comments from our editors on the 2017 awards. We also ask that you keep their review criteria in mind; editors are reviewing these main aspects:

- Whether the product works for their hair type
- If the product does what the packaging claims it will do
- If the product has any added benefits not listed
- If the ingredients are suggested for use by haircare experts
- If the product is innovative

**Q:** I am a new brand and this is my first time submitting to the Editors' Choice Awards. Which category should I submit my products for?

**A:** Because there is no cost to submit, new brands are encouraged to submit for both the highly coveted Emerging Brands category as well as for each category that is relevant to their products. For example, if I'm a new brand that has a shampoo and daily conditioner, I would submit for the Emerging Brand category, the Shampoo category and the Daily Conditioner category.

**Q:** When will winners be announced for the 2018 awards?

**A:** Winners are typically announced in late spring between April and May. Winning brands will be notified a week in advance of public announcements so that they have the time needed to prep their creative.

**Q:** How are Editors' Choice winners supported by NaturallyCurly?

**A:** Editors' Choice winners will benefit from a featured webpage on the site, a curated list in Shop.NC, editorial features, video coverage, shop promotions, social media announcements, and emails to our entire community.

Have a question that you didn't see answered here? Send an email to our team: [awards@naturallycurly.com](mailto:awards@naturallycurly.com).