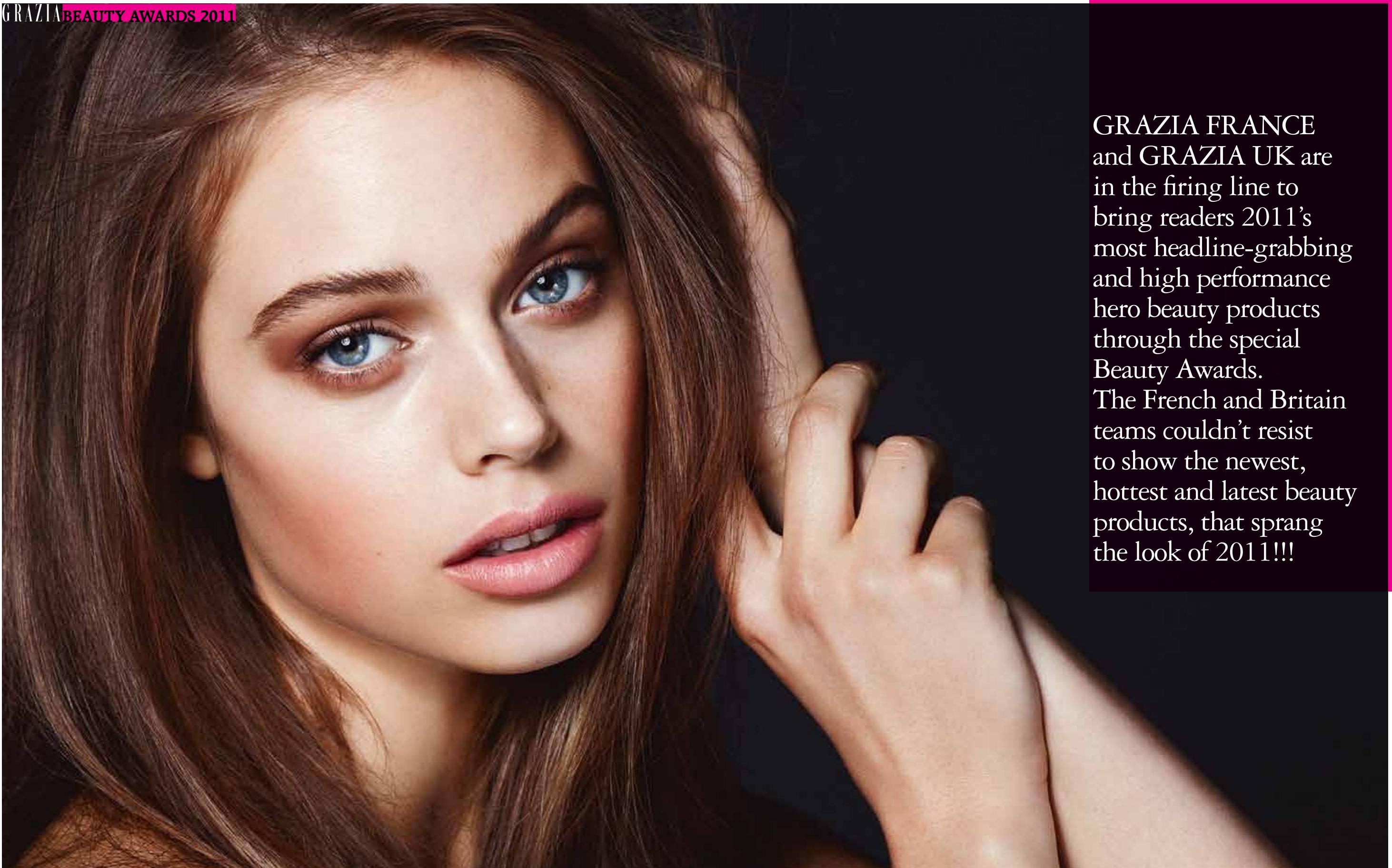




GRAZIA France & UK
BEAUTY Awards 2011



GRAZIA FRANCE and GRAZIA UK are in the firing line to bring readers 2011's most headline-grabbing and high performance hero beauty products through the special Beauty Awards. The French and Britain teams couldn't resist to show the newest, hottest and latest beauty products, that sprang the look of 2011!!!

Grazia France's Beauty Awards

Celebrated on the 4th of November, the first edition of Grazia Beauty Awards was a real success. True to Grazia's brand essence and focused on keeping the pace with an extremely innovative beauty industry, the awards proposed

10 best products of the season through playful and surprising categories ranging from the product that could change your life, the product with "wow" effect, the hottest perfume around etc.

The awards were voted by a jury of professionals from the beauty industry (hair specialist, dermatologist, specialist in the history of the perfumes etc.). A Grazia reader chosen from the online competition joined the jury too.



The Grazia Beauty Awards will be held twice a year, in May and in November, to fit with the seasons and beauty collections.

AND THE WINNERS ARE...

MAKE-UP:

- Product that could change your life: **Chanel "Illusion d'Ombre"**
- The product with "wow" effect: **Dior "Smoky Black"**
- Most revolutionary-avantgarde product: **By Terry "Hyaluronic Face Glow"**

HAIR

- Product that could change your life: **Klorane "Cure de Force Antichute"**
- Most revolutionary-avantgarde product: **Shu Uemura "Cleansing Oil"**

PERFUME

- Hottest perfume: **Cartier "Baiser Volé"**
- Most radical perfume: **Jean-Paul Gaultier "Kokorico"**

SKIN

- Product that could change your life: **Liérac "Gommage Douceur"**
- Most surprising product: **Giorgio Armani "Regenessence (3.r)"**
- Most revolutionary-avantgarde product: **La Prairie "Cellular Power Infusion"**



Grazia UK's Beauty Awards

In the second edition of UK's Grazia Beauty Awards, Grazia Beauty team and guest judge, make-up artist Wendy Rowe, voted the winners of its **10 categories** to offer some serious applause to the beauty world's latest and greatest launches of 2011.

A new category, introduced by Grazia for this edition, is **"the best new product for darker skin"**, in reply to all the readers' needs.

AND THE WINNERS ARE...

- Nail colour of the year: **Maybelline Forever Strong Pro Nail Enamel in Rose Poudre 130**
- Must-have mascara: **Dior DiorShow 360**
- No-trace base: **Liz Earle Sheer Skin Tint**
- Most Stylish scent: **Bottega Veneta EDP**
- High-performing hair hero: **John Frieda 3-Day Straight**
- Fashion-forward lip fix: **Max Factor Colour Elixir Lipstick (All Shades)**
- Anti-ageing breakthrough: **Estée Lauder Idealist Even Skin Tone Illuminator**

- Instant miracle worker: **Clarins Skin-Smoothing Eye Mask**
- Easiest eyeshadow update: **Chanel Illusion d'Ombre in 83 Illusoire**
- Best new product for darker skin: **YSL Touche Eclat**

WIN THEM ALL!
Grazia offered to its readers the chance to win the bag of the winning product from each of the ten award categories as well as the runners up, worth £646.85, answering a simple question in [Graziadaily.co.uk.](http://Graziadaily.co.uk/)!



GRAZIA HEALTH & BEAUTY

MOST STYLISH SCENT
WINNER: Bottega Veneta EDP, £65 As luxe as the label's leather handbags, Bottega's first fragrance has captured our hearts with its delicate decadence. "The ultimate winter scent – stylish and sophisticated," says Lauren.

BURNER UP: Burberry Baby EDP, £55 A 'tuly modern scent in every sense,' says Lauren.

HIGH-PERFORMING HAIR HERO
WINNER: John Frieda 3-Day Straight, £6.99 Bringing the Brazilian blow-dry to your bathroom, this at-home straightening treatment has saved hours of daily styling and inspired a wave of copycats, says Liz.

RUNNER-UP: Kérastase Discipline Ultime, £33.50 Has the power to transform frayed hair into a crowning glory, says Angelica.

FASHION-FORWARD LIP FIX
WINNER: Max Factor Colour Elixir Lipstick (All Shades), £7.99 Easy to apply, easy to wear and the best choice of on-trend shades around, says Rose. "The beauty of this is that it's not too shiny."

RUNNER-UP: Tom Ford Lip Color, £36 "A sheer and soft take on the season's statement colours," says Wendy.

'BOLD LIPSTICK SHOULD BE AS EASY TO APPLY AS IT IS BRIGHT'
LIZ HAMBLETON, BEAUTY DIRECTOR



ADRIENNE GOLDBECK

MOUTH MATTERS
Whatever colour you picked in 2011, we know that your lips were the only place you chose to wear it. The catwalk declared reds, pinks and purples the hottest hues and showed a ladylike lipstick was the most modern weapon of choice. And we're even spoilt for choice, from Kylie Minogue to Tom Ford launching their new ranges.

SKIN SCENTS
Move over power perfumes and scented for a subtle whisper of a scent. Inspired by all things fine, tactile and skin-like, the idea is that the longer you wear them, the better they (and you) will smell.

HAIRY JACK
Goodbye frizz and hello hair – as in healthy, glossy and just the right shade of platinum blonde. "It's time to master the art of straightening," says Lauren. "But remember the straighter and smoother you go, the more damage you'll do."

WIN THEM ALL!

BeautyGossips



L'Oréal Luxe
Delphine Buchote,
responsable des
relations publiques,
et Xavier Vey,
directeur général.



Cartier
De gauche à droite:
Léa Vignal-Kenedi,
directrice marketing
international parfums,
Mathilde Laurent,
parfumeur, et
Corallie de Fontenay,
directrice générale
parfums monde.

C'EST PARTY!

POUR LA REMISE DES PREMIERS GRAZIA BEAUTY AWARDS,
LE GRATIN DE LA BEAUTÉ S'EST RETROUVÉ AU CAFFÉ
BURLOT*, LE NOUVEAU RESTO ITALO-CORSE QUI BUZZE.
Par Céline Perruche / Photos Alexy Benard pour Grazia

Lucille Montesinos,
attachée de
presse à l'agence
TG Communication,
et Mélodie Torre
(Paule Ka).



Dior
Céline
Hanoune,
directrice
marketing
France



Mademoiselle Agnès
Auteur des
films décalés
diffusés durant
la soirée.
A voir sur
Grazia.fr.



Armani
De gauche à droite:
Romeric Senee, chef
de produit Diesel
Parfums. L'équipe
Giorgio Armani
Parfums: Anne
Levy, responsable
relations presse,
Maxence Tampigny,
chef de produit, et
Anthony Beaufils,
chef de groupe.



Lierac
Stéphane
Sériset,
directeur
de marché
France, et
Valérie Camy,
directeur
exécutif
Mondadori
Publicité.

Let's CELEBRATE!

GRAZIA FRANCE'S PARTY

To cap off the competition of the first Grazia Beauty Awards, Grazia team brought together the world of beauty in a trendy Café au Burlot happening. The evening was enlivened by the airing of 4 video parodies of TV commercials starring the eighties star Mademoiselle Agnès (presenter, producer, fashion expert).

To see one of these video, please click here: <http://www.youtube.com/watch?v=mlo5kNo9Zmg>

GRAZIA UK'S DINNER

Meanwhile on the other side of the Channel, Grazia UK organized an intimate dinner with the winners at the exclusive Connaught Hotel.