

2027

AA
AUSTRALIAN
HAIR FASHION
AWARDS



PRODUCT CATEGORY

BEST NEW PACKAGING AND DESIGN

RULES AND CRITERIA

AHFA Best New Packaging and Design

AT A GLANCE	Quick reference for entrants - full detail below.
Category type	Product Category
Key dates	www.australianhairfashionawards.com
Who it's for	Brands with a new product whose packaging or design represents innovation in visual identity, functionality, and sustainability.
What you submit	Physical samples + written submission + product images + Statutory Declaration.
Judging weights	Judged on aesthetic presence, brand visual identity, functionality, shape, colour, labelling and sustainability.
Entry fee	\$AUD 400 (ex GST) per entry
Awards Period	Product Categories: 18 September 2025 - 2 November 2026
Submit via	www.australianhairfashionawards.com
Questions	Contact ahfa@mdivision.com.au

This category will be awarded to the company with the best new packaging and design of a professional tool, hair care product, or styling product launched in Australia/New Zealand during the Awards Period.

Entries will be evaluated on aesthetic presence, including brand visual identity, functionality, shape, colour, and labelling, with a significant weighting on sustainability. Entered products will be sent to select local industry experts for judging.

A single product or pair of products (e.g Shampoo & Conditioner) or a full range of related packaging may be entered into AHFA Best New Packaging and Design. This category relates to the packaging and design for hair industry-related products available for purchase in various outlets by professionals (it is acceptable if it is also available for purchase by consumers).

Each entrant is permitted to submit more than one entry in this category, provided all entries meet the Category Rules & Criteria.

Entry into this category is a two-part process:

1. Uploading all submission and necessary documentation onto the AHFA Awards Platform, and
2. Sending your product(s) samples by post to:

MDivision Pty Ltd / AHFA Suite 88, 20-40 Meagher St, Chippendale NSW 2008

Please check the Submission Checklist below to ensure you have completed all steps.

All products MUST be received before Product entries close. Please refer to www.australianhairfashionawards.com for deadline dates.

Submission Checklist

This checklist is EVERYTHING that is required from you in order to successfully submit your completed entry on the online AHFA Awards Platform:



1. 8 x individually wrapped samples sent via post to MDivision

(address provided above). If a pair of products is being entered, please submit 8 x product pairs (e.g., 8 x sets of Shampoo and Conditioner). We must receive a quantity of 8 of the items entered for judges to test accurately over a period of time. They are unable to share items.

2. Written Submission

Answer all questions in 500 words or less each - you will be answering directly on the online Awards Platform, and will find these questions under the "Submissions Requirements" Tab. Your responses will be used by judges to evaluate your entry - so it is vital your answers provide them with information that will assist them in their assessment.

- a)** Introduce your brand and the product(s) entered. What is the product, and how does the packaging reflect your brand's ethos, values, and aesthetic?
- b)** How does the design stand out visually and functionally? Describe the look and feel of the packaging. How does it capture attention, communicate clearly, and enhance user experience?
- c)** Explain the packaging's ease of use and sustainability. Is it intuitive, ergonomic, or travel/stylist-friendly? What makes it eco-conscious- e.g., recyclable, refillable, low-waste, or certified green?
- d)** What makes this packaging unique in the professional haircare market? Share what sets it apart-whether through form, function, materials, or certifications. Include any market response or standout feedback.

3. 1 x High Res JPEG Image of the product/s

(max file size 20MB per image). You have the option to upload up to 3 photos.

4. The same 1 x Low Res JPEG Image of the product/s

(max file size 5MB per image). You have the option to upload up to 3 photos.

5. Statutory Declaration (Stat Dec)

This is an online form you will complete on the Awards Platform to confirm (no printing required):

- All work is original, accurate, and meets category criteria
- Permissions from models, photographers, and contributors are secured where relevant

Please ensure you read this entire document which covers ALL the Rules and Criteria specific to this category.

Rules

1) Awards Period

The 2027 Australian Hair Fashion Awards (AHFA) Awards Periods are:

Premium, Creative, and Business Categories: 10 November 2025 - 18 January 2027

Product Categories: 18 September 2025 - 2 November 2026.

All images and/or video, and/or content submitted/referenced in your entry **MUST** have been created during the above applicable Awards Period.

2) Launch Requirement

Product Category Entrants must have launched their entered Product/s in Australia or New Zealand respectively during the Awards Period.

The Australian Hair Fashion Awards (AHFA) is honoured to welcome New Zealand brands to compete within the Product Categories.



If you are unsure about whether you meet the criteria above - please enquire with the AHFA Awards team.

3) Submitting Your Entry

All entries into the 2027 Australian Hair Fashion Awards must be submitted through our AHFA Awards Platform, available via www.australianhairfashionawards.com

Entry into AHFA Best New Packaging & Design is a two-part process :

1. You must upload and submit all required content on the AHFA Awards Platform.
2. You are also required to send your product(s) samples by post to the following address:

MDivision Pty Ltd / AHFA Suite 88, 20-40 Meagher St, Chippendale NSW 2008

Product(s) samples must be received before the deadline, along with digital submissions on the Awards Platform, to be considered for this category.

Please reference the Submission Checklist above for a complete list of what is required to successfully complete your entry.

4) Statutory Declaration

You will find this section as a simple online form pre-loaded on the Awards Platform (no printing required). As you go through the process of completing your entry, you will be directed to sign and submit it online. You will be confirming that all work, details, and materials submitted as part of your entry are your original work and are true and accurate, and meet the specific criteria for the category/s you are entering. Where relevant, it also includes your confirmation that you have the appropriate permissions from models, photographers and any other suppliers that have contributed to your entry.

Please note that your entry is not valid until this online form has been completed.

5) Judging Panel

This category is judged by a select panel of local respected professionals who are best suited to Judge the Product Categories. Judges score independently in their own time, with all scores entered directly through Award Force, a globally recognised, third-party awards software platform used by competitions across many industries internationally. A judge's score cannot be overridden by anyone once they have entered it into the platform.

6) Finalists Announcement

For details on the Finalist Announcement, please see information at: www.australianhairfashionawards.com

7) Requirements for Finalists and Winners

Across all internal and external communications, publicity, marketing, and PR, AHFA finalists and winners must include the year of their award alongside their title.

E.g. Winner name - 2027 AHFA Best New Packaging and Design

This rule is set to respect all winners and finalists.

8) Copy Of Your Work

Please note that all collections and information submitted become property of The Australian Hair Fashion Awards / MDivision Pty Ltd. Entrants are advised to keep personal copies of their entries.



9) Entry Fees

Entry into the Best New Packaging and Design Category is \$AUD 400 (ex GST) per entry, which is payable upon successfully submitting your entry on the AHFA Awards Platform.

10) Entry Deadline

Please refer to www.australianhairfashionawards.com for the entry deadlines.

In rare cases, a deadline extension may be considered - please apply by emailing ahfa@mdivision.com.au with your reason for extension clearly stipulated in your email. Please note that extensions can be difficult to grant due to judging timelines already being confirmed with our busy Judging Panel. If an extension is possible, it is unlikely to be more than a few days extra.

The AHFA have the right to make adjustments to the above Rules and Criteria if they deem it to be in the best interest of entrants and the integrity that these Awards stand for. We will make all reasonable attempts to inform you of these changes.

For any further general information or questions regarding entry into this category, please email ahfa@mdivision.com.au