2027

AUSTRALIAN HAIR FASHION AWARDS

PRODUCT CATEGORY

BEST NEW HAIR STYLING PRODUCT

RULES AND CRITERIA

AHFA Best New Hair Styling Product

AT A GLANCE	*Quick reference for entrants - full detail below.*
Category type	Product Category
Key dates	www.australianhairfashionawards.com
Who it's for	Brands launching a new professional hair styling product in Australia or New Zealand during the Awards Period.
What you submit	Physical samples + written submission + product images + Statutory Declaration.
Judging weights	Judged on innovation, performance, formulation, ease of use, and value.
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 professional hair styling product, launched in Australia/New Zealand during the Awards Period.

Entered products will be sent to a selection of local industry experts to judge and will be evaluated according to a strict set of criteria, including technical innovation, performance, functionality compared to product promise, ease of use across physical product, supplementary technical information, fragrance, and value proposition.

Please submit one single product into AHFA Best New Hair Styling Product; product pairs and ranges are not eligible for this category. This category is for professional hair styling products, available for purchase in various outlets by professionals (it is acceptable if it is available for purchase by consumers as well). Hair care and treatment products are not permitted in this category.

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). 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 styling product. Share a brief overview of your brand and what led to the creation of this product. When and where was it launched, and why was it an important addition to your professional range?

b) Highlight the technology and innovation behind the formula. What makes this styling product innovative in terms of ingredients, texture, concept, or delivery system? How does it enhance or transform hair styling performance?

c) Describe how the product is used and what it promises. How should this product be used by professionals (or consumers)? What are the expected results, and who is the target user or hair type it was designed for?

d) Explain what sets this product apart in its category. Why does it stand out from other styling products in the market? Consider performance, ease of use, scent, supporting education or usage guidance, and overall value.

3. 1 x High Res JPEG Image of the product

(max file size 20MB per image). You have the option to upload up to3 photos.

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

(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 Hair Styling Product 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 Hair Styling Product.

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 Hair Styling Product 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