



2010 FIFI® AWARDS: ***BATH AND BODY LINE AWARD***

The 2010 FiFi® Award for Bath and Body Line of the Year (Men's or Women's) will be presented at the 2010 FiFi® Awards Ceremony June 10, 2010 at the Downtown Armory in New York City.

Only member companies are eligible to submit entries. Non-member companies are required to either become members of the Foundation or pay an entry fee.

For your Bath & Body line to qualify as a nominee, **please fill out the enclosed form and return it to The Fragrance Foundation with the complete line by Thursday, February 11, 2010. A color photo of the line should be sent via email to Jackie Simmons (jsimmons@fragrance.org) by Thursday, February 11, 2010, as well.** No submissions will be accepted after this date. All entries will become the property of The Fragrance Foundation.

The Bath & Body Judging will take place on **Thursday, March 18, 2010**. The panel of judges is made up of beauty editors, industry consultants, trade press and retailers.

Each eligible entry will be required to have one or two representatives present at the Judging to showcase their Bath & Body line and answer any questions from the panel of judges. FYI, judging scores can be affected if there are no representatives from the company present to answer the judge's questions.

In order to participate, the **full** Bath & Body line must have been introduced in 2009. To constitute an entry, the line should consist of ***at least two different forms of product*** (e.g. soap, shower gel, body lotion, body gel, bath salts, body scrub, body splash, deodorant spray, etc.) Do not submit eau de parfums, eau de toilettes, parfums or other concentrations of fragrance other than body mist or splash types.

2010 FIFI® AWARDS

BATH AND BODY LINE OF THE YEAR

PRODUCT ENTRY FORM

Yes, I will participate in the "Bath & Body Line" judging and present the full line at the Judging on Thursday, MARCH 18, 2010.

The Bath & Body line that will be entered is:

Name of line

Name of company -- how it should be listed

Name: _____

Title: _____

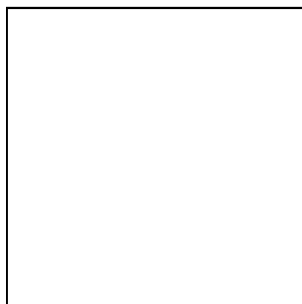
Company: _____

Telephone: _____ Email: _____

Representative(s) who will be present at the judging:

Name: _____ Email: _____

Name: _____ Email: _____



Notary Stamp & Signature (to left)

This form must be returned
by **Thursday, FEBRUARY 11, 2010** with the full line and a color photo/slide to:

The Fragrance Foundation
2010 FiFi® Awards Bath and Body Line of the Year
545 Fifth Avenue, Suite 900, New York, NY 10017
Attn: Jackie Simmons

If you have any questions, please contact Jackie Simmons at (212) 725-2755 x101 or jsimmons@fragrance.org