

Terms and Conditions of the “Pearls of the Cosmetic Market 2021” Survey



I. ORGANISER AND PURPOSE OF THE SURVEY

1. The Survey “**Pearls of the Cosmetic Market 2021**”, hereinafter referred to as the “Survey” is organised by Wydawnictwo Gospodarcze Sp. z o.o. with its registered office in Warsaw, address ul. Wołoska 7, bud. MARS, klatka D, hereinafter referred to as the “Organiser”.

2. The purpose of the Survey is:

- to indicate new cosmetic products with the biggest sale potential;
- to promote the quality and high standards in the businesses of cosmetic producers;
- to support the image of good brands and businesses operating in the cosmetic sector,

and as a result:

- to select the best among new and significantly changed cosmetic products and award them the mark and title of “**The Pearl of the Cosmetic Market 2021**”;
- to select the most innovative new cosmetic products and award them the mark and title of “**The Pearl of the Cosmetic Market – Innovation of the Year 2021**”;

3. The Pearls of the Cosmetic Market 2021 is the Survey in which the representatives of drugstore chains, hereinafter referred to as the “Jury”, vote.

4. The Survey is conducted under the supervision of the editorial board of the “Wiadomości Kosmetyczne” magazine.

II. COURSE AND DURATION OF THE SURVEY

1. “**The Pearls of the Cosmetic Market 2021**” Survey assesses the products/product lines introduced to the Polish market from 01.02.2020 to 01.03.2021.

2. “The Pearls of the Cosmetic Market 2020” Survey is conducted periodically once a year and consists of the following stages:

Stage I – Accepting submissions (from 27.01.2021 to 12.03.2021):

The Organiser accepts the submissions of products/product lines to take part in the Survey from producers, distributors, importers hereinafter referred to as “Participants” on the basis of the following set of documents sent back to the office of the Organiser:

- a. a correctly completed Submission Form constituting Appendix 1 to these Terms and Conditions;
- b. photos of submitted products (in tiff or jpg format, white background, high resolution, collective photo in the case of product lines);
- c. signed Statement that the participant has read the Terms and Conditions and accepted the rules of purchase of licence/licence package for the mark “The Pearl of the Cosmetic Market 2021”/“The Pearl of the Cosmetic Market – Innovation of the Year 2021”.

Submissions completed incorrectly or incompletely will not be qualified for the Survey.

The submitted photos will be used in the promotional materials of the Survey, to which the Submitter agrees. Each use of the photos will be free of charge.

Stage II – Verification of submissions (from 12.03.2021 to 26.03.2021):

The Organiser shall verify the correctness and compliance of the submissions with the conditions set out in these Terms and Conditions.

The products/product lines qualified for each category will take part in the Survey.

The Participant shall make a decision on qualifying a product/product line to a specified category. The selection may be corrected by the Organiser, of which the Participant will be informed.

Stage III – Providing Jurors' addresses to the Participants and sending products (from 19.04.2021 to 23.04.2021):

The Participants whose products/product lines have been qualified to take part in the Survey are obliged to deliver (at their own cost) – to each Juror separately – one product/product line taking part in the Survey – and to provide the Organiser by e-mail the confirmation of sending the products.

Stage IV – Voting (from 26.04.2021 to 21.05.2021):

The Jurors select the Survey Winners out of products/product lines qualified for the Survey, by completing and sending back the questionnaires to a dedicated e-mail address. Products/product lines will be assessed according to the following criteria:

- a. rotation and margin,
- b. technical specification of the product and packaging,
- c. marketing support.

Stage V – Verification of questionnaires and counting of votes (from 24.05.2021 to 28.05.2021).

Stage VI – Informing the Survey Winners of the results (1st, 2nd, 3rd place)

3. The information on the first, second and third places of the “Pearls of the Cosmetic Market 2021” Survey will be published in the August edition of the “Wiadomości Kosmetyczne” magazine.

III. CONDITIONS FOR PARTICIPATION IN THE SURVEY

1. Submission of product/product line to the Survey is **free of charge**.
2. Companies that meet the following requirements may take part in the Survey:
 - they operate in the territory of Poland;
 - they are producers, distributors or importers of cosmetic products available for mass sale;
 - they are directly related to the cosmetic section – they offer products available for mass sale;
 - the products/product lines submitted by them were introduced to sale or were significantly changed in the period covered by the survey (from 1.02.2020 to 1.03.2021) or they are new products introduced to the market;
 - they will complete correctly all fields of the submission form and attach the photo of the product/product line of the required quality;
 - they will deliver the submission in the period from 27.01.2021 to 12.03.2021
 - they will sign and send to the Organiser’s e-mail address the Statement provided immediately after the submission that the participant has read the Terms and Conditions and accepted the rules of purchase of licence/licence package for the mark “The Pearl of the Cosmetic Market 2021 Golden/Silver/Bronze”/“The Pearl of the Cosmetic Market – Innovation of the Year 2021 Golden/Silver/Bronze”.
 - they will deliver to each of the Jurors one product/product line taking part in the Survey in the period from 19.04.2021 to 23.04.2021.

- they will provide to the Organiser by e-mail the confirmation of sending the products.
3. The following products may not take part in the Survey:
 - products and services which are the private label of the retail chain;
 - products and services that participated in the previous edition of the Survey;
 - product lines consisting of products with different features than provided for the category to which they have been submitted and/or such products that have been submitted simultaneously in another category;
 - products present only in the professional beauty sector (beauty and hairstyle salons, SPA, etc.);
 - limited editions.
 4. Submission and participation in the Survey are tantamount to the acceptance of these Terms and Conditions and conditions of purchase of licence/licence package for the product/product line which has taken 1st, 2nd or 3rd place in the Survey (has been awarded the title of The Pearl of the Cosmetic Market 2021 Golden/Silver/Bronze or The Pearl of the Cosmetic Market Innovation of the Year 2021 Golden/Silver/Bronze).
 5. Each Survey Participant has a right to submit in each of the categories only one new product/product line of a given brand or new variants as part of the existing line of a given brand.
 6. The “line” shall mean products in different variants e.g. fragrance or colour variants, and in the case of face category – limited to one age category.
 7. The Organiser in exceptional cases allows the possibility of having 2 products of the same brand in one category.
 8. In one category, there may be a maximum of two products or one product line of a given brand.
 9. If two products in a given category receive the same number of votes, they will be classified ex aequo.
 10. Submission for participation in the Survey may not take place in any form other than by completing, until 12 March 2021, the Submission Form available on the Survey website.
 11. The Organiser shall not be responsible for submissions that have not been qualified to the Survey due to reasons beyond its control (e.g. when the submission is **incomplete** or has not been completed correctly).
 12. The Organiser shall not be responsible for providing false data or data of a third party by the Survey Participants. If false data is provided, the right to award shall be withdrawn.
 13. The Organiser shall not be responsible for the products which have not arrived to the Jury or for damage to the shipments and cosmetics preventing the Jurors from assessment of the products.
 14. The Participant has a right to change its submission only until **12 March 2021**.
 15. The Organiser reserves the right to change the number of categories or their names and definitively assign a product/product line to particular categories in a situation where a given category cannot be created because not enough products/product lines have been submitted for it.
 16. The Organiser reserves the right to take a decision to reject the submission due to the inconsistency of the submission and the data contained therein with the Terms and Conditions of the Survey and without giving a reason.
 17. The Organiser allows the products/lines of products whose deadline for introduction to the market exceeds up to one month the period adopted in item III.2 of these Terms and Conditions to take part in the Survey, provided that the product/product line has not taken part in the previous edition of the Survey.
 18. Submission for the Survey is tantamount to acceptance by the Participant of the conditions of these Terms and Conditions of the Survey and conditions of the purchase of licence to the mark The Pearl of the Cosmetic Market 2021 Golden/Silver/Bronze or The Pearl of the Cosmetic Market – Innovation of the Year 2021 Golden/Silver/Bronze.

19. If the conditions of these Terms and Conditions are violated, the Organiser has a right to exclude the Participant from the Survey.
20. Submission of products/product lines for the Survey is tantamount to granting consent by the Participant for presenting them on the websites of the Organiser and Partners of the Survey, as well as in any information and promotional materials of the Survey.

IV. CATEGORIES OF SUBMISSIONS TO THE SURVEY

1. "The Pearls of the Cosmetic Market 2021" Survey consists of 46 categories to which the companies may submit their new products.
2. The list of categories with the Submission Form and Statement constitute an appendix to these Terms and Conditions.
3. The Survey Participant has a right to submit a product/product line simultaneously to the category to which the given product/product line qualifies and to the category "Innovation 2021", if the product/product line has innovative features.

V. RULES OF VOTING

1. The Organiser selects and invites the representatives of the drugstore and pharmacy chains operating in Poland to take part in the Pearls of the Cosmetic Market 2021 Survey as Jurors.
2. Only representatives of drugstore and pharmacy chains who have confirmed to the Organiser their participation in the Survey as a Juror participate in the voting for products qualified for the Survey.
3. The full list of Jurors can be viewed at the office of the Organiser:
Wydawnictwo Gospodarcze Sp. z o.o.
ul. Wołoska 7 bud. MARS
02-675 Warsaw
on the Survey website at:
www.wk.perlyrynku.pl/jury
4. The Jurors make their selections on the basis of the criteria adopted for the survey, based on the products received from the Survey participants qualified for the Survey, and indicate their selections in the questionnaire provided by the Organiser.
5. The Jurors send back the completed questionnaires by email to the following address:
zgloszenia@perlyrynku.pl

VI. THE RIGHT TO USE THE MARK AND TITLE **The Pearl of the Cosmetic Market 2021 / The Pearl of the Cosmetic Market – Innovation of the Year 2021**

1. The Organiser will provide under the paid license the perpetual right to use the following mark and title in marketing activities: **The Pearl of the Cosmetic Market 2021 (Golden/Silver/Bronze)** and/or **The Pearl of the Cosmetic Market – Innovation of the Year 2021 (Golden/Silver/Bronze)** only to the Winners of the Pearls of the Cosmetic Market 2021 Survey whose products were awarded the 1st, 2nd or 3rd place in the individual categories:
 - **The winners of the first place of the Survey** will be awarded the title and mark **The Pearl of the Cosmetic Market 2021 Golden** or **The Pearl of the Cosmetic Market – Innovation of the Year 2021 Golden**.
 - **The winners of the second place of the Survey** will be awarded the title and mark **The Pearl of the Cosmetic Market 2021 Silver** or **The Pearl of the Cosmetic Market – Innovation of the Year 2021 Silver**.
 - **The winners of the third place of the Survey** will be awarded the title and mark **The Pearl of the Cosmetic Market 2021 Bronze** or **The Pearl of the Cosmetic Market – Innovation of the Year 2021 Bronze**.

2. **The condition of transferring by the Organiser the right to use the mark and title in marketing activities is a purchase of the licence/licence package for the mark and title:** “The Pearl of the Cosmetic Market 2021” (Golden/Silver/Bronze) and/or “The Pearl of the Cosmetic Market – Innovation of the Year 2021” (Golden/Silver/Bronze).
3. In the case of taking 1st, 2nd or 3rd place in several categories, the Winner has a right to choose for which awarded product they will purchase the licence.
4. In the case of taking 1st, 2nd or 3rd place in several categories, the Winner has a right to purchase the licence for all awarded products. In such case the Organiser shall present to the Winner a special pricing offer.
5. **The rules of purchasing the licence/licence package:**

The Survey Winner will purchase the licence package with the campaign for the awarded product/product line, according to the place taken:

- a. **1st place** the title and mark The Pearl of the Cosmetic Market 2021 **Golden** or The Pearl of the Cosmetic Market – Innovation of the Year 2021 **Golden**. Price of the package: PLN 13,000 + VAT

The licence package includes:

- **Perpetual right to use the mark and title** The Pearl of the Cosmetic Market 2021 Golden or The Pearl of the Cosmetic Market – Innovation of the Year 2021 Golden;
- **advertisement in the format of FULL PAGE + PAGE ABOUT THE COMPANY AND BRAND** for the communication related to the awarded product/product line in the August edition of “Wiadomości Kosmetyczne” (circulation of 15,000 copies);

- b. **2nd place** – the title and mark The Pearl of the Cosmetic Market 2021 **Silver** or The Pearl of the Cosmetic Market – Innovation of the Year 2021 **Silver**. Price of the package: PLN 12,000 + VAT

The licence package includes:

- **Perpetual right to use the mark and title** The Pearl of the Cosmetic Market 2021 Silver or The Pearl of the Cosmetic Market – Innovation of the Year 2021 Silver;
- **advertisement in the format of FULL PAGE + PAGE ABOUT THE COMPANY AND BRAND** for the communication related to the awarded/product line in the August edition of “Wiadomości Kosmetyczne” (circulation of 15,000 copies);

- c. **3rd place** – the title and mark The Pearl of the Cosmetic Market 2021 **Bronze** or The Pearl of the Cosmetic Market – Innovation of the Year 2021 **Bronze**. Price of the package: PLN 10,500 + VAT.

The licence package includes:

- **perpetual right to use the mark and title** The Pearl of the Cosmetic Market 2021 Bronze or The Pearl of the Cosmetic Market – Innovation of the Year 2021 Bronze;
- **advertisement in the format of FULL PAGE + PAGE ABOUT THE COMPANY AND BRAND** for the communication related to the awarded/product line in the August edition of “Wiadomości Kosmetyczne” (circulation of 15,000 copies).

6. The winners undertake to use the trademarks registered in the Patent Office: The Pearl of the Cosmetic Market 2021 (Golden/Silver/Bronze version) and/or The Pearl of the Cosmetic Market – Innovation of the Year 2021 (Golden/Silver/Bronze version) only in accordance with the form, size and graphic design provided by the Organiser.
7. The right to use the mark and title: The Pearl of the Cosmetic Market 2021 (Golden/Silver/Bronze) and/or The Pearl of the Cosmetic Market – Innovation of the Year 2021 (Gold/Silver/Bronze) may not be transferred to any third parties.
8. The right to use the mark and title: The Pearl of the Cosmetic Market 2021 (Golden/Silver/Bronze) and/or The Pearl of the Cosmetic Market – Innovation of the Year 2021 (Golden/Silver/Bronze) may not be transferred to any products not taking part in the Survey.

9. Transferring the right to use the mark and title shall be made by signing the LICENCE document, only after the Winner has paid the licence fee to the account indicated by the Organiser.
10. The purchase of the licence/licence package entitles the Winners of first three places of the Survey to a perpetual right to use the mark and title to which the Licence relates.
11. Detailed information on the rights and restrictions to use the mark and title: "The Pearl of the Cosmetic Market 2021" (Golden/Silver/Bronze) and/or "The Pearl of the Cosmetic Market – Innovation of the Year 2021" (Golden/Silver/Bronze) is included in separate terms and conditions.
12. The Survey participants, as well as the Survey Winners will not obtain the right to use the general mark of the survey, its name and title the Pearl of the Cosmetic Market and will not receive the right to use the mark and title the Pearl of the Cosmetic Market 2021/Pearl of the Cosmetic Market – Innovation of the Year 2021.
13. Any use of the Survey logo, name or granted title without the purchase of the licence/licence package shall result in the obligation to pay to the Organiser the cash penalty of PLN 25,000 (for each case of breach) and indefinite exclusion of the Participant (or any other entities acting against these Terms and Conditions) from the Pearl of the Cosmetic Market Survey.

VII. PARTICIPATION OF OTHER ENTITIES, SPECIAL AWARDS:

1. As part of the "Pearls of the Cosmetic Market 2021" Survey also special awards will be granted: "Pearls of the Cosmetic Market 2021 – Premiere" and "Pearls of the Cosmetic Market 2021 – Debut".
2. Only producers/distributors of products which are not currently distributed on the Polish market can apply for the title and mark of the "Pearl of the Cosmetic Market 2021 – Premiere".
3. Only producers/distributors of products which for the first time launched distribution on the Polish market no earlier than in the period covered by the survey can apply for the title and mark of the "Pearl of the Cosmetic Market 2021 – Debut".
4. The aim of selecting the winners of the "Pearls of the Cosmetic Market 2021 – Premiere" and the "Pearls of the Cosmetic Market 2021 – Debut" survey is to provide to both the producers and drugstore chains information about the products with the high sales potential on the Polish market.
5. Other rules of participation in the survey "Pearl of the Cosmetic Market 2021 – Premiere" and "Pearl of the Cosmetic Market 2021 – Debut", including: course and duration of the survey, conditions for participation in the survey, rules of voting, the right to use the mark and the title (versions Golden/ Silver/ Bronze), are identical to those specified for the "Pearls of the Cosmetic Market 2021" survey in sections II-VI of these Terms and Conditions.

VIII. FINAL PROVISIONS

1. The Terms and Conditions of the Survey can be viewed at the office of the Organiser:
Wydawnictwo Gospodarcze Sp. z o.o.,
ul. Wołoska 7, bud. MARS
02-675 Warsaw
on the Survey website at:
www.wk.perlyrynku.pl
2. In the matters of interpretation of provisions and requirements of the Terms and Conditions, the decisions shall be made by the Organiser.
3. Any questions and remarks can be directed to the official e-mail address of the Survey:
zgloszenia@perlyrynku.pl
4. If the Participant violates the Terms and Conditions of the Survey, they will be excluded from participation in the Survey.
5. Any disputes relating to the course of the Survey and other issues associated therewith, including in particular the use of each version of the logotype "The Pearl of the Cosmetic Market 2021" and "The

Pearl of the Cosmetic Market – Innovation of the Year 2021” will be resolved by the court competent for the registered office of the Organiser.

6. Submission by the Participant of the product/product line to take part in the Survey is tantamount with their consent for the conditions specified in these Terms and Conditions.
7. The Organiser reserves the right to change the schedule of the Survey, of which it will inform the Participants by e-mail to the address indicated in the submission.

Warsaw, 27.01.2021