



## **Innovation in Women's Health Award**

*Entries for The NutraIngredient Awards, Women's Empowerment and Health, if ingredient or product-based, are required to have the ingredients or products commercially available in Europe. If research project specific to women's health or female founded start-up-based, are required to have direct activity in Europe.*

### **Entry Details**

Ingredient Name\*

Producing Company\*

Website for ingredient\* - 2 URL links - only one is mandatory

### **Contact Details**

First Name\*

Last Name\*

Phone\*

Email\*

### **Does your entry relate to an ingredient? \* A product? A research specific to women's health? Or female - founded start-up?**

An *ingredient* is defined as either a single nutrient or blend of nutrients that is sold B2B and used in the formulation of other finished products like supplements and functional foods.

A *product* is defined as a branded or private label 'end product'. The nutritional solution must be sold to consumers, either directly by you or through retail channels.

*Ingredient or Product or Research or Start-up*

### **If your entry pertains to an ingredient or a product, is it commercially available in Europe? If this entry is a research project or a start-up, does it have a direct activity in Europe?**

*Yes or No*

### **What other regions is your ingredient/product/research/start-up available/active in?**

*Tick boxes (multiple options) - Russia, Middle-East, Africa, North America, Europe, South America, Asia*

### **How long has your ingredient/product been on the market in Europe? Or how long has your research/start-up been in operation in Europe? \***

Please specify the length of time (in years or months) for the country or region with the longest market availability.

*Text*

**If your entry pertains to an ingredient/product, what does it do? \* If the entry is a research project specific to women's health or to a start-up, provide a short overview of the project or initiative, stating the main goals and how women's empowerment or health have been addressed in the project.**

*\*denotes a mandatory question*



*Text – maximum 100-words*

**What is the target market of your ingredient/product? \* What major consumer demand or public health concern does the research/start-up aim to address?**

*Text – maximum 100-words*

**How does your ingredient/product/research/start-up meet a genuine consumer demand? \***

*Text – maximum 100-words*

**How does your ingredient/product/research/start-up provide a unique nutritional solution to this consumer need or problem?**

Please use non-technical language in this section and keep answers brief, you may provide further details and references to studies in the next questions. \*

*Text – maximum 100-words*

**For ingredient/product-based entries, are your claims backed by peer reviewed primary research and/or clinical trials in humans? \***

*Yes or No*

**For ingredient/product-based entries, if yes – please provide a short overview of the main evidence. \***

You may also supply up to three documents of peer reviewed primary research.

*Text – maximum 300-words*

**For research/start-up-based entries, provide an overview of how your initiative offers a different approach to existing nutrition research/businesses. \***

Please use non-technical language and keep answers brief, you may provide more detail and references in the next questions.

*Text – maximum 250-words*

**For research/start-up-based entries, is there peer reviewed primary research and/or clinical trials in humans to back the products, principles, or model of the start-up? \***

*Yes or No*

**For research/start-up-based entries, provide a short overview of the scientific evidence that backs up your business and its products. \***

You may supply up to three documents of peer reviewed primary research.

*Text – maximum 400-words*

**Peer reviewed primary research upload 1**

*\*denotes a mandatory question*



*Upload a document*

**Peer reviewed primary research upload 2**

*Upload a document*

**Peer reviewed primary research upload 3**

*Upload a document*

**For product-based entries, please provide examples of applications and delivery systems for use in final products. \***

Where possible provide examples of commercial availability in finished products.

*Text – maximum 400-words*

**Give detail of commercial success and engagement from your core target market(s). \***

Where possible give numbers and examples of sales and applications that are available in the market.

*Text – maximum 300-words*

**What gives your entry the 'X factor' – something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims). \***

*Text – maximum 300 words*

**Why should you win this award? \***

In no more than 300 words, provide a succinct overview of what makes your ingredient the best.

*Text – maximum 300-words*

**I confirm that in the event this entry is product-based and selected as a finalist I will send 4 samples of a finished product containing the ingredient \***

*I confirm*