

anne  
& stiiil

Ilulemmik 2022 võitja

Anne & Stiil Beauty Favorite 2022 winner

Mavex  
Honey Foot Cream

JALAKREEM

Gentvar OÜ



**Mari-Liis Helvik**

Anne & Stiili peatoimetaja  
Editor-in-chief

**Karolin Kuusik**

Anne & Stiili ilutoimetaja  
Beauty editor





YOUR LIFE. YOUR RULES. YOU RULE.

## Anne & Stiil magazine is looking for the best beauty products of 2021

Anne & Stiil is well known Estonian monthly woman's magazine. Magazine writes about inspirational timely topics, persons, faiths, beauty and fashion trends and other interesting topics part of modern women life magazine has 100 000 monthly readers, most of them from Harju, Pärnu – and Tartumaa. Our main readers are woman between age of 25-54, which makes it best in coverage of given segments. Anne & Stiil readers evaluate magazine content interesting, timely and trendy content.



We continue with our tradition – Anne & Stiil BEAUTY FAVORITE 2021 is on! Contest is Estonia's biggest and most honored in beauty segment. The jury consists of ten members (two of whom are men), including members of the editorial team of the magazine, beauty specialists and beauty enthusiasts.

The purpose of the contest is to choose the best products from the beauty products launched last year and award them with the Anne & Stiil ilulemmik 2022 label. For consumers the label is a sign of trust. The purpose of the contest is to choose the best products from the beauty products launched last year and award them the Anne & Stiil Beauty Favourite label. For consumers the label is a sign of trust. Products are tested, chosen and recommended by professionals. Label helps to find and notice new products from the market.

The Anne & Stiil BEAUTY FAVOURITE 2021 contest is open for all products launched between October 2020 and September 2021. Registration for products is opened until 11th September 2020 in online address [annestiil.ee/ilulemmikud2022](http://annestiil.ee/ilulemmikud2022)

## **Anne & Stiil Ilulemmikud 2022 categories:**

### **FACIAL CARE PRODUCTS**

### **ANTI-AGE PRODUCTS**

### **EYE CARE PRODUCTS**

### **BODY CARE PRODUCTS**

### **ECO PRODUCTS**

### **ESTONIAN BEAUTY PRODUCTS**

### **HYGIENE PRODUCTS**

### **BEAUTY TREATMENT**

### **BEAUTY DEVICES**

### **SUN PROTECTION AND TANNING**

### **ACCELERATORS**

### **HAIR CARE PRODUCTS**

### **MAKE-UP PRODUCTS**

### **MANICURE AND PEDICURE PRODUCTS**

### **NUTRICOSMETICS**

### **INNOVATION PRODUCTS**

### **MEN'S FAVOURITE PRODUCTS**

### **TIMELESS FAVOURITE PRODUCTS**

### **BEAUTY TREATMENTS**

### **READERS' FAVOURITE PRODUCTS**

**PARTICIPATION FEE 150 € + VAT PRODUCT**

## **The participation fee includes:**

- Participation in the contest and product testing by the jury.
- Participation in the selection of the winner of the Readers' Favourite category. Jury will choose among the products that take part in the contest and those products are published on the Anne & Stiil website for readers to view and choose their favourites (in November 2020).
- An invitation for two to the Beauty Favourites 2022 gala in January.
- In the event of a win, the right to use the label on products in digital and physical form.
- All winning products are published in the February issue of Anne & Stiil magazine.
- All winning products are published on the Anne & Stiil ilulemmik 2022 online shop until the new winning products are chosen in January 2023.

Additional opportunity for Beauty Favourites 2022

Additional visibility can be purchased for all products and services that have been awarded the label in the Anne & Stiil ilulemmik 2022 web environment. The winning products will be displayed in the environment with a link to an online store. The Anne & Stiil website gets an average of 1.5 million visits per month, of which 300,000 are by unique visitors.



# MANIKÜÜR ja PEDIKÜÜR

Parimate toodete toel jalgade ja käte eest hoolitsemine on päevale toonust lisav mõnus rituaal.

- JALAKREEM 30.- Mavex Honey Foot Cream  
 KÄTEKREEM 26.90 Von Norten Mango Hand Cream  
 KÄTEKREEM 22.99 L'Occitane Youth Hand Cream-Serum  
 VANUSEST TINGITUD PIGMENDILAIKE VÄHENDAV KÄTEKREEM 17.48  
 Eucerin Hyaluron-Filler + Elasticity Age Spot Correcting Hand Cream  
 KÄTEKREEM 35.- Acqua di Parma  
 Le Nobili Magnolia Nobile Sublime Hand Cream  
 KÜÜNELAKIEEMALDI 4.25  
 Depend Nail Polish Remover Pump-in Super Fast  
 HOOLDUSKOMPLEKT KAHJUSTATUD KÜÜNTELE 53.- Naked Manicure  
 Rescue and Repair Kit  
 KERATHINIGA KÜÜNETUGEVDAJA 10.90 Orly  
 Nailtrition Nail Growth Treatment  
 GEELMANIKÜÜRI STARDIKOMPLEKT 69.90 Nails by Nature Starter Kit  
 LOODUSLIKU PÄRITOLU KAUAPÜSIV VEGANKÜÜNELAKK 17.96  
 OPI Nature Strong Vegan Lacquer



## KODUMAINE ILU

Eesti kosmeetikabrandid pakuvad kvaliteetseid tooteid ning siin on selle aasta parimatest parimad.

- SÜGAVPUHASTAV TURBAMASK NÄOLE 19.40  
 Aesti Deep Cleansing Peat Face Mask  
 PUHASTAV MITSSELLAARVESI NEROLIGA 12.90 Nurme  
 Neroli Delicate Cleansing Micellar Water  
 KEHAKREEM 17.- Oma Care  
 Body Deeply Hydrating Body Cream Green Tea  
 ORGAANILINE ROOSIVESI NÄOLE 15.90 Rosaya  
 Organic Rose Water  
 NÄOPUHASTUSTOONIK 21.90 Berrichi Toner Natural Renewal  
 MUSTA KÜÜSLAUGUGA JA LAVENDLIGA  
 VANANEMISVASTANE ÖÖKREEM 59.90 Tilk!  
 NÄOUDU 9.90-24.90 D'Difference 4D Care & Fix Face Mist  
 PUTUKAHAMMUSTUSI LEEVENDAV ÕLI 14.90 MaiWistik  
 Cupik Oregano and Yarrow SOS Oil