



**e.l.f.**  
**BEAUTY**

**2025-2026  
Awards &  
Recognition**

**Product**

**Marketing**

**People**

**Company**

# 2026 Product

Allure

## 2026 Allure Readers' Choice Awards

**Product** e.l.f. Cosmetics Halo Glow Skin Tint SPF 50

Allure

## 2026 Allure Readers' Choice Awards

**Product** e.l.f. Cosmetics Brow Lift

Allure

## 2026 Allure Readers' Choice Awards

**Product** e.l.f. Cosmetics Halo Glow Skin Tint SPF 50

Cosmopolitan

## 2026 Cosmopolitan Holy Grail Awards

**Product** rhode Peptide Lip Shape

Cosmopolitan

## 2026 Cosmopolitan Holy Grail Awards

**Product** e.l.f. Cosmetics' Halo Glow Silky Powder Highlighter

Cosmopolitan

## 2026 Cosmopolitan Holy Grail Awards

**Product** e.l.f. Cosmetics Halo Glow Silky Powder Highlighter

ELLE

## 2026 ELLE Lip Service Awards - Best Lip Contour

**Product** rhode Peptide Lip Shape

Glamour

## Glamour Beauty and Wellness Awards

**Product** rhode Peptide Lip Shape

Glamour

## Glamour Beauty and Wellness Awards

**Product** Phyto-Glow Lip Balm SPF 45

Glamour

## Glamour Beauty and Wellness Awards

**Product** rhode Glazing Mist Hydrating Face Spray

Harper's Bazaar

## Harper's Bazaar Best Beauty Deal Awards

**Product** e.l.f. Cosmetics Glow Reviver Lip Oil Stick

Harper's Bazaar

## Harper's Bazaar Best Beauty Deal Awards

**Product** e.l.f. Cosmetics Soft Glam Satin Concealer

Harper's Bazaar

## 2026 Harper's Bazaar Skincare Awards

**Product** rhode Caffeine Reset

Marie Claire

## Marie Claire' Reader's Choice Awards

**Product** e.l.f. Cosmetics' Power Grip Primer

Marie Claire

## Marie Claire' Reader's Choice Awards

**Product** e.l.f. Cosmetics Gloww Reiviver Lip Oil

Marie Claire

## Marie Claire' Reader's Choice Awards

**Product** Naturium Urea 5% Body Serum

NewsWeek

## Most Trusted Brands: Beauty Tools

**Product** e.l.f. Cosmetics Beauty Tools

NewBeauty

## NewBeauty Awards

**Product** e.l.f. Cosmetics Halo Glow Silky Powder Highlighter

NewBeauty

## NewBeauty Awards

**Product** rhode Glazing Milk

Oprah Daily

## The Best Primers for Mature Skin

**Product** Keys Soulcare Let Me Glow Illuminating Priming Serum

Pop Sugar

## Pop Sugar Beauty Awards

**Product** e.l.f. Cosmetics Soft Glam Satin Concealer

People en Español

## 2026 People en Español Star Product Awards

**Product** e.l.f. Cosmetics Soft Glam Satin Concealer

Refinery29

## Refinery29 Beauty Innovator Awards

**Product** e.l.f. Cosmetics Halo Glow Skin Tint SPF 50

Refinery29

## 2026 Women's Health Beauty Awards

**Product** e.l.f. Cosmetics Glow Reviver Lip Oil Stick

# 2026 Product

WWD

## WWD's Beauty Inc Greatest Products of all Time

**Product** Naturium The Glow Getter Multi-Oil Body Wash

Zoe Report

## TZR Beauty Groundbreakers Award

**Product** e.l.f. Cosmetics Soft Glam Satin Concealer

WWD

## WWD's Beauty Inc Greatest Products of all Time

**Product** rhode Glazing Milk

# 2026 Marketing

Los Angeles Times

## #1 Superbowl Ad

**Marketing** Melisa

Webby Awards

## Social: Fashion, Beauty & Retail 2026 - Webby's Winner

**Marketing** Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Webby Awards

## Social: Fashion, Beauty & Retail 2026 - People's Choice

**Marketing** So Many Dicks

Youtube

## Youtube AdBlitz - #1 Superbowl Ad

**Marketing** Melisa

The Effies

## Beauty & Fragrances: Youth Marketing

**Marketing** The One Trick Pony

# 2026 People

CEW

## 2026 CEW Achiever Award

**People** Mandy Fields

CNN

## CNN Risktakers

**People** Tarang Amin

She Runs It

## She Runs It Awards

**People** Ekta Chopra

Cultured

## CULT100

**People** Lauren Ratner

Iconic Women Awards Nomination Committee

## Iconic Woman for 2026

**People** Ekta Chopra

Women in Retail Leadership

## 25 Most Inspirational Women Leaders of 2026

**People** Ekta Chopra

# 2026

# Company

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American Society of ASBPE

## 2026 Azbee Awards of Excellence

**Company** e.l.f. x rhode

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Fast Company

## Fast Company Most Innovative Companies

**Company** rhode

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Great Places to Work

## Certified Great Place to Work Certified

**Company** e.l.f. Beauty

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Great Places to Work

## US Best Workplaces

**Company** e.l.f. Beauty

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Launchmetrics

## Best Beauty Innovator

**Company** e.l.f. Beauty

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New Beauty

## NB100

**Company** Naturism

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New Beauty

## NB100

**Company** rhode

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TIME

## TIME100 Most Influential Companies

**Company** rhode

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USA TODAY

## America's Best Stores 2026

**Company** e.l.f. Cosmetics

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USA TODAY

## USA TODAY's Most Trusted Brands 2026

**Company** e.l.f. Cosmetics

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# 2025 Product

Allure

## Reader's Choice Awards - Best Viral Product

**Product** e.l.f. Cosmetic Power Grip Primer

Allure

## Best of Beauty Award

**Product** e.l.f. SKIN Thirst Burst Drops

Allure

## Best of Beauty Award

**Product** e.l.f. Cosmetics Halo Glow Powder Filter

Allure

## Best of Beauty Award

**Product** e.l.f. Cosmetics Glow Reviver Lip Oil

Allure

## Best of Beauty Award

**Product** rhode Barrier Butter

Bustle

## Bustle's Most Wanted Spring 2025 - Your Makeup's New BFF

**Product** e.l.f. Cosmetics Mint Melting Cooling Face Primer

Bustle

## Bustle Beauty Awards

**Product** e.l.f. Cosmetics Lash XTNDR Mascara

Bustle

## Bustle Beauty Awards

**Product** Keys Soulcare Deeply Replenishing Squalane Facial Oil

Bustle

## Bustle Beauty Awards

**Product** e.l.f. SKIN Suntouchable All Set for Sun SPF 45

Byrdie

## Sweat Awards - Best Primer

**Product** e.l.f. Cosmetics Power Grip Primer

Byrdie

## Byrdie Beauty Awards

**Product** e.l.f. Cosmetics Fine as Fleck Glitter Eyeshadow

Byrdie

## The Byrdies - Best Under-\$35 Anti-Aging Product

**Product** Naturium Multi-Peptide Advanced Serum

Clin d'oeil

## Clin d'oeil Experts Choice Beauty Awards

**Product** Suntouchable Whao Glow SPF 30

Cosmopolitan

## Cosmo Holy Grail Beauty Awards

**Product** e.l.f. Cosmetics Halo Glow Blush Beauty Wand

Cosmopolitan

## Cosmopolitan's 2025 Holy Grail Beauty Awards - "Best Exfoliating Body Wash"

**Product** Naturium The Energizer Mandelic Acid Body Wash

Cosmopolitan

## Cosmopolitan Beauty Readers' Choice Awards

**Product** e.l.f. Cosmetics Halo Glow Liquid Filter

Cosmopolitan

## Cosmopolitan Beauty Readers' Choice Awards

**Product** e.l.f. Cosmetics Power Grip Primer

Cosmopolitan

## Cosmopolitan 2025 Acne Awards

**Product** rhode Pineapple Refresh

Cosmopolitan UK

## Cosmopolitan 2025 Acne Awards

**Product** e.l.f. Cosmetics Halo Glow Liquid Filter

Cosmopolitan UK

## Summer Beauty Awards

**Product** e.l.f. SKIN Suntouchable Invisi-Stick SPF50

Cosmopolitan

## Summer Beauty Awards

**Product** e.l.f. Cosmetics Power Grip Matte Primer

ELLE

## ELLE First Class Beauty Awards - Hydration Treatments

**Product** Naturium Dew-Glow Moisturizer SPF 50

ELLE

## Future of Beauty Awards

**Product** rhode Peptide Lip Shape

ELLE

## ELLE 2025 Beauty Grand Prix: The Makeup Winners

**Product** e.l.f. Halo Glow Powder Filter

# 2025 Product

Essence

## Essence Best in Beauty Awards

**Product** Keys Soulcare Let Me Glow Illuminating Priming Serum

Glamour

## 2025 Glamour Beauty All-Star Awards: Best Primer

**Product** Poreless Putty Primer

Google

## 'Favorite Clear Mascaras - Best Overall

**Product** e.l.f. Cosmetics Clear Brow and Lash Mascara

Google

## Holiday 100

**Product** rhode Glazing Milk

Google

## Holiday 100

**Product** e.l.f. Cosmetics Glow Reviver Melting Lip Balm

Grazia UK

## The Best CC Creams of 2025

**Product** e.l.f. Cosmetics Camo CC Cream

Harper's Bazaar

## The 12 Best Drugstore Vitamin C Serums

**Product** Naturium Vitamin C Complex Serum

Harper's Bazaar

## The 2025 Skincare Awards - Best Body Care Products of 2025

**Product** Naturium Urea 5% Body Serum

Harper's Bazaar

## The 2025 Skincare Awards - Best Radiant Face Powder

**Product** e.l.f. Cosmetics Power Grip Matte Primer

Harper's Bazaar

## The 2025 Skincare Awards - Best Matte Primer

**Product** e.l.f. Cosmetics Halo Glow Powder Filter

Heat World

## Heat Summer Beauty Awards - "Best Body Cream"

**Product** Naturium The Glow Getter Multi-Oil Body Butter

Hello Beautfiul

## Melanin Beauty Awards 2025: Best Skincare Staples - Serums

**Product** Keys Soulcare Let Me Glow Illuminating Priming Serum

Hello Beautfiul

## Melanin Beauty Awards 2025: Best Moisturizers, SPFs & Body Oils

**Product** Keys Soulcare Firm Belief Smoothing Peptide Cream,

Hello Beautfiul

## Melanin Beauty Awards 2025: Best Moisturizers, SPFs & Body Oils

**Product** Keys Soulcare Comforting Balm with Camellia Seed Oil

Hello Beautfiul

## Melanin Beauty Awards 2025: Makeup Must-Haves

**Product** Well People Poutlove Peptide Lip Balm

Hello! Canada

## Beauty Awards

**Product** e.l.f. Cosmetics Power Grip Matte Primer

Her Campus

## College Beauty Awards

**Product** e.l.f. Cosmetics Hydrating Camo Concealer

Her Campus

## College Beauty Awards

**Product** e.l.f. Cosmetics Brow Laminating Gel

Her Campus

## College Beauty Awards

**Product** Naturium The Glow Getter Multi-Oil Hydrating Body Wash

Her Campus

## College Beauty Awards

**Product** rhode Glazing Milk

InStyle

## InStyle's 2025 Red Carpet Beauty Awards - Best Primer

**Product** e.l.f. Cosmetics Power Grip Primer

InStyle

## InStyle's 2025 Red Carpet Beauty Awards

**Product** Cynthia Erivo's e.l.f. look (Power Grip Primer)

InStyle

## InStyle Best Beauty Buys Awards - Best Liquid Bronzer

**Product** e.l.f. SKIN Bronzing Drops

InStyle

## Best Beauty Buys

**Product** e.l.f. Cosmetics Power Grip Primer

# 2025 Product

InStyle

## Best Beauty Buys

**Product** e.l.f. Cosmetics Camo Liquid Blush

InStyle

## InStyle Readers' Choice Awards

**Product** e.l.f. Cosmetics' 16HR Camo Concealer

InStyle

## InStyle Readers' Choice Awards

**Product** Naturium The Glow Getter Multi-Oil Hydrating Body Wash

InStyle Mexico

## PS Beauty Awards - Best Primer

**Product** e.l.f. Cosmetics Power Grip Matte Primer

InStyle Mexico

## Beauty Awards

**Product** e.l.f. Cosmetics Camo Liquid Blush

Marie Claire

## 2025 Marie Claire Makeup Awards

**Product** e.l.f. Cosmetics Camo Liquid Bronzer and Contour

Marie Claire

## Marie Claire US Skin Awards

**Product** e.l.f. SKIN Bright Icon Vitamin C + E + Ferulic Serum

Marie Claire

## Marie Claire US Skin Awards

**Product** Naturium Multi-Peptide Rich Cream

NewBeauty

## 2025 NewBeauty Awards - Best CC Cream

**Product** e.l.f. Cosmetics Camo Hydrating CC Cream

NewBeauty

## 2025 NewBeauty Awards - Best Setting Spray

**Product** e.l.f. Cosmetics Power Grip Dewy Setting Spray

NewBeauty

## NEW Beauty: Best Skincare Masks

**Product** Naturium AHA Exfoliating Mask 10%

NewBeauty

## 2025 NewBeauty Awards - Best Exfoliating Mask

**Product** Naturium AHA Exfoliating Mask 10%

NIQ

## Breakthrough Innovation Awards 2025

**Product** e.l.f. Cosmetics Glow Reviver Lip Oil

Nykaa

## Best in Beauty Awards

**Product** e.l.f. Cosmetics Power Grip Primer

Nykaa

## Best in Beauty Awards

**Product** e.l.f. Cosmetics Halo Glow Liquid Filter

Nylon

## Beauty Hit List

**Product** Naturium The Energizer Mandelic Acid Body Wash

Nylon

## Beauty Hit List

**Product** e.l.f. Cosmetics Brow Laminating Gel

Oprah Daily

## Oprah Daily Editor's Choice - Best Budget Primer

**Product** e.l.f. Cosmetics Poreless Face Primer

Parade

## Better Than Ever Beauty Awards - Best Highlighter

**Product** e.l.f. Cosmetics Halo Glow Liquid Filter

PEOPLE

## Best Beauty Launches of January 2025

**Product** e.l.f. SKIN Suntouchable Invisi-Stick SPF 50

PEOPLE

## 2025 People Beauty Awards

**Product** e.l.f. SKIN's Bright Icon Vitamin C + E + Ferulic

PEOPLE

## 2025 People Beauty Awards

**Product** e.l.f. Cosmetics Glow Reviver Melting Lip Balm

PEOPLE

## 2025 People Beauty Awards

**Product** Naturium The Calmer Ceramide Body Wash

Women's Health

## 2025 Women Health Awards

**Product** 2025 Women's Health Award

# 2025 Product

People en Español

## People en Español's Star Product Spring 2025 Awards

**Product** Well People's Lush Lip Tinted Oil

People en Español

## People en Español's Star Product Spring 2025 Awards

**Product** Keys Soulcare Mind-Clearing Body Polish

People en Español

## People en Español's Star Product Spring 2025 Awards

**Product** e.l.f. Cosmetics Power Grip Matte Primer

Pop Sugar

## PS Beauty Awards - Best Primer

**Product** e.l.f. Cosmetics Power Grip Matte Primer

Pop Sugar

## PS Beauty Awards - Best Body Oil

**Product** Naturium Glow Getter Body Oil

Pure Beauty

## 2025 NewBeauty Awards - Best CC Cream

**Product** Pure Beauty Global Awards - Best Lip Product

Shape

## 2025 NewBeauty Awards - Best Setting Spray

**Product** Shape Skin Awards - Best Setting Spray

Shape

## 2025 NewBeauty Awards - Best Exfoliating Mask

**Product** 2025 Shape Skin Awards - "Best Body Serum"

Shape

## Stylist Best Beauty Awards 2025: BEST EYESHADOW

**Product** SHAPE Beauty Awards - Best Tinted Face Sunscreen

Sheerluxe

## SheerLuxe Beauty Icons: 25 Under £25 - "Best Body Butter"

**Product** Naturium The Glow Getter Multi-Oil Body Butter

The Beauty Awards (Canada)

## Best New Beauty Product

**Product** e.l.f. Cosmetics Power Grip Matte Primer

The Sun UK

## Fabulous Beauty Award

**Product** e.l.f. Cosmetics Camo Liquid Bronze & Contour

The Sun UK

## Fabulous Beauty Award

**Product** e.l.f. Cosmetics Glow Reviver Lip Oil Glimmer

The Sun UK

## The Sun TESTED: Best Foundations for Mature Skin

**Product** e.l.f. Soft Glam Satin Foundation

The Zoe Report

## The 2025 TZR Beauty Groundbreaker Awards

**Product** e.l.f. Cosmetics Power Grip Dewy Setting Spray

The Zoe Report

## The 2025 TZR Beauty Groundbreaker Awards - Best Face Oil

**Product** Keys Soulcare's Deeply Replenishing Squalane Facial Oil

The Zoe Report

## The 2025 TZR Beauty Groundbreaker Awards - Best Clarifying Face Mask

**Product** 2025 Women's Health Award

TheSkimm

## Good for You Awards 2025 - "Best Body Wash"

**Product** Naturium The Glow Getter Multi-Oil Body Wash

TODAY

## Shop TODAY Beauty Awards

**Product** e.l.f. Cosmetics Sheer Slick Lipstick

TODAY

## Shop TODAY Beauty Awards

**Product** e.l.f. SKIN Bright Icon Vitamin C + E + Ferulic Serum

TODAY

## Shop TODAY Beauty Awards

**Product** Naturium Urea 5% Body Serum

TODAY

## Shop TODAY Beauty Awards

**Product** e.l.f. Cosmetics Brow Laminating Gel

TODAY

## 2025 Shop Today Awards

**Product** Naturium Phyto-Glow Lip Mask

TODAY

## Shop TODAY Beauty Awards - "Best Value Lip Mask"

**Product** Phyto-Glow Lip Mask

# 2025 Product

TODAY

## Best Beauty Products

**Product** e.l.f. SKIN's Bright Icon Vitamin C + E + Ferulic

TODAY

## Best Beauty Products

**Product** Naturium Urea 5% Body Serum

TODAY

## Best Beauty Products

**Product** Naturium Phyto-Glow Lip Mask

TODAY

## Best Beauty Products

**Product** e.l.f. Cosmetics Sheer Slick Lipstick

TODAY

## Best Beauty Products

**Product** e.l.f. Cosmetics Brow Laminating Gel

TZR

## Best New Beauty - Best New Face Oil

**Product** e.l.f. SKIN PLZ Clarify Face Oil

US Magazine

## Favorite Clear Mascaras - Best Overall

**Product** e.l.f. Cosmetics Clear Brow and Lash Mascara

Vita Daily

## Best Serum - The Beauty {Bracket} Awards

**Product** Bright Icon Vitamin C + E + Ferulic Serum

Well + Good

## WG Beauty Awards - Best Mineral Sunscreen

**Product** Well People Daygleamer Mineral Sunscreen Serum Broad Spectrum SPF 34

Well + Good

## WG Beauty Awards - Best Bronzer

**Product** e.l.f. Cosmetics Camo Liquid Bronzer and Contour

Wirecutter

## Wirecutter's Skin-Care Essentials - Best Vitamin C Serums

**Product** Naturium Vitamin C Complex Serum

Wirecutter

## Wirecutter's Best Drugstore Makeup and Skin Care - Elegant Cream Eye Shadow

**Product** e.l.f. Cosmetics No Budge Eye Shadow Stick

Women's Health

## The 2025 Women's Health Beauty Awards - "Best Body Serum"

**Product** Naturium Urea 5% Body Serum

WWD

## WWD Editor's Choice Awards - "Best Tinted SPF"

**Product** Naturium Dew-Glow Tinted Moisturizer SPF 50

You Beauty

## You Beauty Awards - Best Primer

**Product** e.l.f. Cosmetics Power Grip Primer

# 2025

# Marketing

AMA

## Excellence in Marketing Awards - Best Cause Marketing

**Marketing** So Many Dicks

ANDY Awards

## ANDY Awards - Idea - Gold

**Marketing** So Many Dicks

ANDY Awards

## ANDY Awards - Bravery - Gold

**Marketing** So Many Dicks

ANDY Awards

## Brave Brands

**Marketing** So Many Dicks (e.l.f. x OBERLAND)

Anthem Awards

## Diversity, Equity, Inclusion & Belonging: Best Use of Data

**Marketing** So Many Dicks (e.l.f. x OBERLAND)

Anthem Awards

## Diversity, Equity, Inclusion & Belonging: Corporate Social Responsibility

**Marketing** So Many Dicks (e.l.f. x OBERLAND)

Cannes

## Cannes Lions - Creative Data, Use of Humor: Silver

**Marketing** So Many Dicks

Clio

## Clio Awards - Creativity/Storytelling: Silver

**Marketing** So Many Dicks

Digiday

## Media Buying & Planning Awards - Media Plan of the Year

**Marketing** Change the Board Game

Digiday

## Media Buying & Planning Awards - Media Campaign of the Year

**Marketing** Change the Board Game

Digiday

## Content Marketing Awards - Best Agency/Client Collaboration

**Marketing** e.l.f. x Movers and Shakers

Digiday

## Content Marketing Awards - Best Use of Shoppable Content

**Marketing** Mount Rushmore Pimple Patch

Digiday

## Digiday Awards - Media Plan of The Year

**Marketing** So Many Dicks (e.l.f. x Billups)

Digiday

## Digiday Awards - Campaign of the Year

**Marketing** So Many Dicks (e.l.f. x Billups)

Global Influencer Marketing Awards

## Best Retail & E-commerce Campaign

**Marketing** Mikayla x e.l.f.: CEO for the Day

OAAA

## OBIE Awards - Buzzworthy & Transit - Gold

**Marketing** So Many Dicks

PRovoke

## The 2025 Innovation SABRE Awards North America

**Marketing** Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Reggie

## Reggie Awards - Creativity & Innovation - Gold

**Marketing** Cosmetic Criminals

Roblox

## Roblox Innovation Awards - Best Use of Immersive Marketing

**Marketing** e.l.f. UP!

SABRE

## SABRE Awards - Sponsorships

**Marketing** Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Women's Health

## 2025 Women Health Awards

**Marketing** 2025 Women's Health Award

Women's Health

## 2025 Women Health Awards

**Marketing** 2025 Women's Health Award

# 2025

# Marketing

AMA

## Excellence in Marketing Awards - Best Cause Marketing

**Marketing** So Many Dicks

ANDY Awards

## ANDY Awards - Idea - Gold

**Marketing** So Many Dicks

ANDY Awards

## ANDY Awards - Bravery - Gold

**Marketing** So Many Dicks

ANDY Awards

## Brave Brands

**Marketing** So Many Dicks (e.l.f. x OBERLAND)

Anthem Awards

## Diversity, Equity, Inclusion & Belonging: Best Use of Data

**Marketing** So Many Dicks (e.l.f. x OBERLAND)

Anthem Awards

## Diversity, Equity, Inclusion & Belonging: Corporate Social Responsibility

**Marketing** So Many Dicks (e.l.f. x OBERLAND)

Cannes

## Cannes Lions - Creative Data, Use of Humor: Silver

**Marketing** So Many Dicks

Clio

## Clio Awards - Creativity/Storytelling: Silver

**Marketing** So Many Dicks

Digiday

## Media Buying & Planning Awards - Media Plan of the Year

**Marketing** Change the Board Game

Digiday

## Media Buying & Planning Awards - Media Campaign of the Year

**Marketing** Change the Board Game

Digiday

## Content Marketing Awards - Best Agency/Client Collaboration

**Marketing** e.l.f. x Movers and Shakers

Digiday

## Content Marketing Awards - Best Use of Shoppable Content

**Marketing** Mount Rushmore Pimple Patch

Digiday

## Digiday Awards - Media Plan of The Year

**Marketing** So Many Dicks (e.l.f. x Billups)

Digiday

## Digiday Awards - Campaign of the Year

**Marketing** So Many Dicks (e.l.f. x Billups)

Global Influencer Marketing Awards

## Best Retail & E-commerce Campaign

**Marketing** Mikayla x e.l.f.: CEO for the Day

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## OBIE Awards - Buzzworthy & Transit - Gold

**Marketing** So Many Dicks

PRovoke

## The 2025 Innovation SABRE Awards North America

**Marketing** Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Reggie

## Reggie Awards - Creativity & Innovation - Gold

**Marketing** Cosmetic Criminals

Roblox

## Roblox Innovation Awards - Best Use of Immersive Marketing

**Marketing** e.l.f. UP!

SABRE

## SABRE Awards - Sponsorships

**Marketing** Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Shorty Awards

## Shorty Awards - Multi-Platform Campaign: Winner

**Marketing** Judge Beauty

Shorty Awards

## Shorty Awards - Website/App: Gold

**Marketing** elfbeauty.com

# 2025

# Marketing

Shorty Awards

## Shorty Awards - Beauty: Silver

**Marketing** Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Shorty Awards

## Shorty Awards - Beauty: Bronze

**Marketing** Judge Beauty

Shorty Awards

## Shorty Awards - Event & Experiential: Bronze

**Marketing** Lip Oil Change: Empowering.Legendary.Females at the Indy 500

Shorty Awards

## Shorty Awards - Storytelling: Silver

**Marketing** Dupe That!

The Drum

## The Drum Awards for Marketing Americas - Disruption

**Marketing** So Many Dicks

The Drum

## The Drum Awards for Marketing Americas

**Marketing** So Many Dicks

The Drum

## The Drum Awards for Marketing Americas - Social Purpose

**Marketing** So Many Dicks

The Effie Awards

## 2025 Women Health Awards

**Marketing** 2025 Women's Health Award

The Effie Awards

## 2025 Women Health Awards

**Marketing** Cosmetic Criminals

The One Show

## The One Show Awards - Branded Entertainment Innovation: Merit Award

**Marketing** That Should Be A Tubi Movie

The One Show

## The One Show Awards - Creative Use of Data Storytelling: Merit Award

**Marketing** So Many Dicks

The One Show

## The One Show Awards - Fusion Pencil

**Marketing** So Many Dicks

W3

## W3 Awards - Website Features-Best Visual Appeal - Aesthetics, Gold

**Marketing** elfbeauty.com

Webby

## Webby Awards - People's Choice: Websites and Mobile Sites

**Marketing** elfbeauty.com

Webby

## Webby Awards - Webby Winner: Advertising, Media & PR

**Marketing** Judge Beauty

# 2025

# People

Ad Age

## Leading Women Awards

**People** Mandy Fields

Adweek

## Marketing Vanguard Awards

**People** Kory Marchisotto

AMA

## Marketing Hall of Fame - Purpose Driven Marketing

**People** Kory Marchisotto

Ascend

## 2025 Women Health Awards

**People** Tarang Amin

Business of Fashion

## BoF 500

**People** Hailey Bieber

Campaign

## CMO 50

**People** Kory Marchisotto

Glossy

## 2025 Glossy Beauty and Wellness Awards: Beauty CEO of the Year

**People** Tarang Amin

Glossy

## 2025 Glossy Beauty and Wellness Awards: Beauty Marketer of the Year

**People** Lauren Ratner

Glossy

## The Glossy 50

**People** Hailey Bieber

Ipsy

## Ipsy Beauty Awards - Force of Beauty Award

**People** Laurie Lam

Modern Retail

## People Who Shaped Retail in 2025

**People** Mandy Fields

NACD

## D100 Honoree

**People** Tarang Amin

NRF

## Retail Leaders

**People** Kory Marchisotto

Recharge Group Iconic Women Awards

## 2025 Financial Trailblazer Award

**People** Mandy Fields

The Drum

## Rebel 50

**People** Kory Marchisotto

WCD

## Visionary Honor

**People** Tarang Amin

Women We Admire

## The Top Women Chief Financial Officers of 2025

**People** Mandy Fields

WSJ

## Innovators

**People** Hailey Bieber

WWD

## 115 Newsmakers

**People** Tarang Amin

WWD

## 115 Newsmakers

**People** Hailey Bieber

WWD

## 30 Most Impactful Women Under 30 Across Beauty and Wellness

**People** Hailey Bieber

# 2025

# Company

AMA

## Excellence in Marketing Awards - Next Big Thing

Company e.l.f. Beauty

Authenticity

## Authenticity 500 Index - e.l.f. Cosmetics #190

Company e.l.f. Cosmetics

Bazaarvoice Summit 2025

## Bazaar Global Awards - The Creator Economy Trailblazer Award

Company e.l.f. Cosmetics

Beano Brain

## 100 Coolest Brands US - #91

Company e.l.f. Cosmetics

Consumer Edge

## 2025 Breakout Beauty Brands

Company e.l.f. Beauty/rhode

Cosmopolitan

## Cosmopolitan Beauty Readers' Choice Awards - Best Celebrity Skincare Brand

Company rhode

Fast Company

## Fast Company Most Innovative Companies - Beauty

Company e.l.f. Beauty

Fast Company

## Fast Company Most Innovative Companies - Teamwork

Company e.l.f. Beauty/OBERLAND

Forbes

## Best Brands for Social Impact - #27

Company e.l.f. Beauty

Fortune

## Best Workplaces in the Bay Area - #9

Company e.l.f. Beauty

Fortune

## Best Medium Workplace - #41

Company e.l.f. Beauty

Fortune

## Best Workplaces in Manufacturing & Production

Company e.l.f. Beauty

Fortune

## Best Workplaces for Women - #9

Company e.l.f. Beauty

Fortune

## Fortune Best Workplaces for Parents™ 2025

Company rhode

Glossy

## 2025 Glossy Beauty and Wellness Awards: Beauty Brand of the Year

Company rhode

Great Place to Work

## Certified Great Place to Work

Company e.l.f. Beauty

NEW Beauty 100

## NB What's Next in Beauty 2025: Skin

Company Naturium

NewBeauty

## NewBeauty 100 Awards

Company rhode

NewBeauty

## NewBeauty 100 Awards

Company Naturium

Newsweek

## The Most Trusted Brands in the U.S. 2025

Company e.l.f. Beauty

Newsweek

## America's Best Loyalty Programs 2025

Company e.l.f. Beauty Squad

Newsweek

## UK's Most Loved Workplaces

Company e.l.f. Beauty

# 2025

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Newsweek

## America's Most Loved Brands 2025

**Company** e.l.f. Beauty

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## America's Most Trustworthy Companies

**Company** e.l.f. Beauty

Newsweek

## Global Most Loved Workplaces - #98

**Company** e.l.f. Beauty

Newsweek

## America's Greatest Companies - #2

**Company** e.l.f. Beauty

Numerator

## Brands to Watch in 2025 - Fastest Growing "Big" Brands of 2024: #5

**Company** e.l.f. Cosmetics

PRweek

## Best Places to Work

**Company** e.l.f. Beauty Corporate Comms/PR Team

SeeMe

## SeeMe Inclusivity Index for Beauty - #1

**Company** e.l.f. Beauty

The Conference Board

## ESG Leadership Awards

**Company** e.l.f. Beauty

The Conference Board

## Corporate Responsibility Awards

**Company** e.l.f. Beauty

The Sun UK

## Fabulous Beauty Awards - Best Celebrity Brand

**Company** rhode

TIME

## TIME100 Most Influential Companies

**Company** e.l.f. Beauty

TIME

## World's Best Brands - #3

**Company** e.l.f. Beauty

TIME

## America's Growth Leaders - #42

**Company** e.l.f. Beauty

US News

## U.S. News Best Companies to Work For 2025-2026

**Company** e.l.f. Beauty

USA TODAY

## America's Best Customer Service

**Company** e.l.f. Cosmetics

USA TODAY

## America's Best Stores 2025

**Company** e.l.f. Beauty

USA TODAY

## America's Best Customer Service 2026

**Company** e.l.f. Cosmetics

WWD

## Most Powerful Beauty Brands

**Company** e.l.f. Cosmetics

WWD

## Most Powerful Beauty Brands

**Company** rhode

WWD

## WWD Beauty Awards 2025

**Company** e.l.f. Beauty x rhode

WXN

## Gail Award - Workplace Impact

**Company** e.l.f. Beauty