

e.l.f. BEAUTY

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 Glovw 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

WWD

WWD's Beauty Inc Greatest Products of all Time

Product rhode Glazing Milk

Zoe Report

TZR Beauty Groundbreakers Award

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

2026 Marketing

Los Angeles Times

#1 Superbowl Ad

Marketing Melisa

Youtube

Youtube AdBlitz - #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

The Effies

Beauty & Fragrances: Youth Marketing

Marketing The One Trick Pony

Webby Awards

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

Marketing So Many Dicks

2026 People

CEW

2026 CEW Achiever Award

People Mandy Fields

Cultured

CULT100

People Lauren Ratner

CNN

CNN Risktakers

People Tarang Amin

Iconic Women Awards Nomination Committee

Iconic Woman for 2026

People Ekta Chopra

She Runs It

She Runs It Awards

People Ekta Chopra

Women in Retail Leadership

25 Most Inspirational Women Leaders of 2026

People Ekta Chopra

2026

Company

American Society of ASBPE

2026 Azbee Awards of Excellence

Company e.l.f. x rhode

Fast Company

Fast Company Most Innovative Companies

Company rhode

Great Places to Work

Certified Great Place to Work Certified

Company e.l.f. Beauty

Great Places to Work

US Best Workplaces

Company e.l.f. Beauty

Launchmetrics

Best Beauty Innovator

Company e.l.f. Beauty

New Beauty

NB100

Company Naturism

New Beauty

NB100

Company rhode

TIME

TIME100 Most Influential Companies

Company rhode

USA TODAY

America's Best Stores 2026

Company e.l.f. Cosmetics

USA TODAY

USA TODAY's Most Trusted Brands 2026

Company e.l.f. Cosmetics

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
Cosmopolition 2025 Acne Awards
Product rhode Pineapple Refresh

Cosmopolitan UK
Cosmopolition 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
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

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

Company

Newsweek

America's Most Loved Brands 2025

Company e.l.f. Beauty

Newsweek

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