

e.l.f. BEAUTY

2024-2025

Awards & Recognition

Product Marketing People Company

2024-2025

Product

Women's Health

2024 Women's Health Beauty Awards

Product e.l.f. Cosmetics Poreless Putty Primer

Allure

Allure Best of Beauty Awards - Best Body Steals

Product Naturium Bio Lipid Restoring Body Lotion

Allure

Allure Best of Beauty Awards - Best Brow Products

Product e.l.f. Cosmetics Brow Lift

Allure

Allure Best of Beauty Awards - Best Makeup Steals

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

Allure

Allure Best of Beauty Awards - Best Mattifying Primer

Product e.l.f. Cosmetics Poreless Putty Primer

Allure

Allure Reader's Choice - TikTok Star

Product e.l.f. Cosmetics Power Grip Primer

Harper's Bazaar

Beauty Icon Awards

Product e.l.f. Cosmetics Jelly Pop Dew Primer

mindbodygreen

Beauty Refresh Awards

Product Well People Lush Lip Tinted Oil

InStyle

Best Beauty Buys Award

Product Best Lip Balm: Naturium Phyto-Glow Lip Balm

Glam Beauty Awards

Best Budget Buy

Product e.l.f. Cosmetics Power Grip Primer

Oprah Daily

Best Budget-Friendly Formula - Best Hydrating Primer for Dry Skin

Product e.l.f. Cosmetics Hydrating Face Primer

Forbes

Best Drugstore Eyebrow Growth Serum

Product e.l.f. Cosmetics Enhancing Lash And Brow

Essence

Best in Beauty Awards

Product Keys Soulcare Deeply Replenishing Squalane Facial Oil

Nykaa

Best in Beauty Awards - Makeup Category, Eye Brow Enhancers Subcategory

Product e.l.f. Cosmetics Instant Lift Brow Pencil-Deep Brown

The Zoe Report

Best in Eco-Friendly Beauty Heroes

Product Well People Lush Lip Tinted Oil

Oprah Daily

Best Liquid Blushes - Best Drugstore Blush

Product e.l.f. Cosmetics Camo Liquid Blush

SheFinds

Best New Beauty Awards - All 2024 Calendar Launches

Product All 2024 Calendar Launches

Bustle

Bustle Beauty Awards - Best Skin Tint

Product Keys Soulcare It's Like Skin 2-in-1 Concealer + Tint

Byrdie

Byrdie Beauty Awards - Best Bronzer in Makeup Category

Product e.l.f. SKIN Bronzing Drops

Byrdie

Byrdie Beauty Awards - Best Facial Oil in Skincare Category

Product Keys Soulcare Deeply Replenishing Squalane Facial Oil

Byrdie

Byrdie Beauty Awards - Best Lip Product

Product Naturium Phyto-Glow Lip Mask

Essence

Celebrity Owned Brands - Best in Beauty

Product Keys Soulcare It's Like Skin 2-in-1 Concealer + Tint

Cosmopolitan

Cosmo Holy Grail Beauty Awards

Product e.l.f. Cosmetics Camo CC Cream

BEST

Editor's Choice 2024

Product e.l.f. Cosmetics Holy Hydration! Lip Mask

Good Housekeeping

Good Housekeeping Beauty Awards

Product Keys Soulcare It's Like Skin 2-in-1 Concealer + Tint

Good Housekeeping

Good Housekeeping Beauty Awards

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

SELF

Healthy Beauty Awards - Best Pimple Patches

Product e.l.f. SKIN Blemish Breakthrough Stick It To Zits

SELF

Healthy Beauty Awards - Brow Gel

Product e.l.f. Cosmetics Brow Laminating Gel

SELF

Healthy Beauty Awards - Moisturizers and Eye Creams

Product e.l.f. SKIN Holy Hydration! Gel-Yeah Moisturizer

hercampus

Her Campus Media - College Beauty Awards - Brows

Product e.l.f. Cosmetics Instant Lift Brow Pencil

hercampus

Her Campus Media - College Beauty Awards - Cheeks

Product e.l.f. Cosmetics Halo Glow Highlight Beauty Wand

hercampus

Her Campus Media - College Beauty Awards - Eyes

Product e.l.f. Cosmetics Ultimate Eyes 5-Piece Brush Collection

2024-2025 • Continued

Product

hercampus

Her Campus Media - College Beauty Awards - Face

Product e.l.f. Cosmetics Power Grip Primer

NewBeauty

NewBeauty Awards

Product e.l.f. Cosmetics Hydrating Camo Concealer

NewBeauty

NewBeauty Awards

Product Keys Soulcare It's Like Skin 2-in-1 Concealer + Skin Tint

NewBeauty

NewBeauty Awards - Best Multitasking Foundation and Concealer

Product Keys Soulcare It's Like Skin 2-in-1 Concealer + Tint

NewBeauty

NewBeauty Awards - Best Tinted Lip Balm

Product Naturium Phyto-glow Lip Balm

NewBeauty

NewBeauty Awards - The Best CC Cream

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

NIQ

North American Breakthrough Innovation Awards

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

NIQ

North American Breakthrough Innovation Awards

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

Nylon

Nylon Beauty Hit List - "The Soothing Skin Coocoon"

Product Keys Soulcare Comforting Balm

Oprah Daily

Oprah's Bath Awards - Body Scrubs Category

Product Keys Soulcare Mind-Clearing Body Polish

Refinery29

Our Editors Favorite AAPI-Owned Beauty Products - Retinol Body Lotion

Product Naturium Retinol Body Lotion

PEOPLE

PEOPLE's Beauty Awards - Best Bronzing Primer

Product Well People Bio Bronzing Priming Serum

PEOPLE

PEOPLE's Beauty Awards - Best Brow Gel

Product e.l.f. Cosmetics Brow Laminating Gel

PEOPLE

PEOPLE's Beauty Awards - Best Oil for Acne-Prone Skin

Product Keys Soulcare Deeply Replenishing Squalane Facial Oil

PEOPLE

PEOPLE's Beauty Awards - Best Satin Finish Foundation

Product e.l.f. Cosmetics Soft Glam Foundation

InStyle

Reader's Choice Beauty Awards

Product e.l.f. Cosmetics Power Grip Primer

Cosmopolitan

Reader's Choice Beauty Awards

Product e.l.f. Cosmetics Power Grip Primer

Harper's Bazaar

Skincare Awards - Serum Category

Product Keys Soulcare Truly Becoming Peptide Serum

Good Housekeeping

Stellar Cosmetics Awards

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

Superdrug

Superdrug Star Awards - Best Cosmetic Launch

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

Superdrug

Superdrug Star Awards - Best Lip Launch

Product e.l.f. Cosmetics Pout Clout

Superdrug

Superdrug Star Awards - Social Savvy Campaign of the Year

Product e.l.f. Cosmetics Jelly Pop Launch

TODAY

TODAY Beauty Awards - Best Overall Exfoliating Body Moisturizer"

Product Naturium Skin-Renewing Retinol Body Lotion

TODAY

The Best Beauty Products

Product e.l.f. Cosmetics Lip Exfoliator

TODAY

The Best Beauty Products

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

Real Simple

The Best Drugstore Moisturizers for Radiant Skin on a Budget - Best Budget Category

Product e.l.f. SKIN Daily Hydration Moisturizer

InStyle

The Best Makeup Products - Primer Category

Product e.l.f. Cosmetics Power Grip Primer

Oprah Daily

The Best Under-Eye Drugstore Concealer

Product e.l.f. Cosmetics Hydrating Camo Concealer

The List

The List's Beauty Awards - Best Budget Product (Foundation)

Product e.l.f. Cosmetics Flawless Satin Foundation

Parents

The Parents Best Skincare for Kids Awards - Best Nourishing Formula

Product Keys Soulcare Deeply Replenishing Squalane Facial Oil

Parents

The Parents Best Skincare for Kids Awards - Best Sunscreen Primer

Product e.l.f. SKIN Suntouchable Invisible SPF35

The Zoe Report

The Zoe Report Beauty Groundbreakers Awards

Product e.l.f. SKIN Suntouchable Whoa Glow SPF30

2024-2025 • Continued

Product

The Zoe Report

The Zoe Report Beauty Groundbreakers Awards

Product Keys Soulcare It's Like Skin 2-in-1 Concealer + Tint

Living360

TikTok Shop Best Beauty Buys

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

TODAY

TODAY Beauty Award - Best Overall Lip Oil

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

TODAY

TODAY Beauty Awards -Best Overall Body Scrub

Product Naturium KP Body Scrub & Mask

Well and Good

Well and Good SPF awards

Product Naturium Dew Glow SPF 50

Who What Wear

Who What Wear Beauty 100 Awards - Best SPF for Dry Skin

Product Naturium Dew Glow Moisturizer

Mamamia

You Beauty Awards - Best Primer

Product e.l.f. Cosmetics Power Grip Primer

NIQ

North American Breakthrough Innovation Awards

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

NIQ

North American Breakthrough Innovation Awards

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

InStyle

Reader's Choice Beauty Awards

Product e.l.f. Cosmetics Power Grip Primer

InStyle

Best Beauty Buys Award

Product e.l.f. Cosmetics Power Grip Primer

CEW

Beauty Awards - People's Choice Category for Launch of the Year

Product e.l.f. Cosmetics Halo Glow Highlighter Beauty Wand

CEW

Beauty Awards - Skin care Category for Lip treatment

Product e.l.f. SKIN Holy Hydration Lip Mask

LTK

LTK Most Loved - Beauty & Personal Care Category

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

LTK

LTK Most Loved - Beauty & Personal Care Category

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

US Magazine

Favorite Clear Mascaras - Best Overall

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

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

2024-2025

Marketing

Webby's

Advertising, Media & PR, Best Influencer Endorsements - People's Choice Award

Marketing eyes.lips.face.sticky.

Webby's

Advertising, Media & PR, Launch or Drop - Honoree

Marketing Please Tan Respobsibly

MediaPost OMMA Awards

Beauty/Cosmetics - Campaign

Marketing Cosmetic Criminals

Digiday Content Marketing Awards

Best Multi-Channel Strategy

Marketing Cosmetic Criminals

Glossy Beauty Awards

Best Multi-Platform Campaign

Marketing Cosmetics Criminals

Glossy Beauty Awards

Best TikTok Shop Activation

Marketing e.l.f. Yeah

Glossy Pop

Best Use of Video

Marketing Cosmetic Criminals

Shorty Awards

Branded Series - Bronze

Marketing Make Up Over Makeup

Clio Awards

Bronze Award

Marketing Cosmetic Criminals

CommerceNext

CommerceNexty Awards - Marketing Innovator

Marketing Cosmetic Criminals

Hermes

Electronic Media - Platnum

Marketing Make Up Over Makeup

Hermes

Electronic Music - Gold

Marketing o.l.c.

The Drum Awards

Entertainment - Silver

Marketing Cosmetic Criminals

D&D Awards

Entertainment: Scripted Long Form - Bronze

Marketing Cosmetic Criminals

The Drum Awards

Fashion and Beauty - Gold

Marketing Judge Beauty

AAF ADDY

Gold ADDY

Marketing Make Up Over Makeup

Webby's

Long Form Video - Winner

Marketing Cosmetic Criminals

Shot Awards

Long Form Content - Gold

Marketing Cosmetic Criminals

mindbodygreen

The Most Refreshing Innovations Of The Year

Marketing e.l.f.'s commitment to keeping girls in sports & supporting professional athletes

Adweek

Media Plan of the Year - Best Use of Streaming Media/OTT

Marketing Cosmetic Criminals

AAF ADDY

Mosaic ADDY

Marketing o.l.c.

Shorty Awards

Multiplatform Partnership - Silver

Marketing eyes.lips.face.sticky.

Shorty Awards

Music Video - Top Winner

Marketing o.l.c.

AAF ADDY

Silver ADDY

Marketing o.l.c.

AAF ADDY

Silver ADDY

Marketing Make Up Over Makeup

Cannes Lions

Social Use of Humor, Culture and Context - Bronze

Marketing Liquid Death x e.l.f. Corpse Paint

2024-2025

People

Women in Retail

2024 Top Women in Retail

People Mandy Fields

Women in Retail

25 Most Inspirational Women Leaders

People Mandy Fields

International Loyalty Awards

30 Under 40 List of Royalty

People Brigitte Barron

Gold House

A100

People Laurie Lam & Tarang Amin

Ad Age

Ad Age's Tech Power List

People Ekta Chopra

Business Insider

Business Insider's Most Innovative CMOs of 2024

People Kory Marchisotto

BeautyMatterNext

Changemaker of the Year

People Tarang Amin

Chief

Cheif New Era of Leadership Awards

People Kory Marchisotto

Campaign US

CMO 50

People Kory Marchisotto

Adweek

Creative 100

People Kory Marchisotto

TikTok Influential

Influential CMO Awards at Cannes

People Kory Marchisotto

Ad Age

Leading Women

People Kory Marchisotto

CEW

Newsmaker of the Year

People Tarang Amin

Brand Innovators

Top 100 Women in Brand Marketing Class of 2024

People Kory Marchisotto

Barron's

Top CEOs of 2024

People Tarang Amin

Commerce Xcellence Awards

Winner of Leaders to Watch

People Ekta Chopra

Ascend

A-List Awards

People Tarang Amin

Fast Company

Inaugural CMOs of the year list

People Kory Marchisotto

Fast Company

Modern CEO of the Year

People Tarang Amin

Glossy

Beauty Marketer of the Year

People Kory Marchisotto

2024 -2025

Company

Fortune

100 Fastest-Growing Companies

Company e.l.f. Beauty

Forbes

2024 Forbes Customer Experience All-Stars List

Company e.l.f. Beauty

Forbes

America's Best Brands for Social Impact

Company e.l.f. Beauty

Newsweek

America's Best Customer Service

Company e.l.f. Cosmetics

Newsweek

America's Best of the Best 2024

Company e.l.f. Beauty

Newsweek

America's Greenest Companies 2024

Company e.l.f. Beauty

WWD

Beauty Company of the Year, Public

Company e.l.f. Beauty

Walmart

Beauty Supplier of the Year for Innovation Award at the 2024 Walmart Beauty & Personal Care Supplier Summit

Company e.l.f. Beauty

U.S. News & World Report

Best Companies to Work For - Consumer Products & Services

Company e.l.f. Beauty

U.S. News & World Report

Best Companies to Work For - In the West

Company e.l.f. Beauty

Inc.

Best Workplaces 2024

Company e.l.f. Beauty

Fast Company

Best Workplaces for Innovators - Finalist

Company e.l.f. Beauty

MediaPost

Client of the Year

Company e.l.f. Beauty

Mergers&Acquisitions

Deals of the Year

Company e.l.f. & Naturium

International Loyalty Awards

International Loyalty Awards - Best Customer Experience

Company e.l.f. Beauty Squad

Newsweek

Most Loved Workplaces

Company e.l.f. Beauty

mindbodygreen

Most Refreshing Innovation for Advocacy

Company e.l.f. Cosmetics

Ipsy Awards

Most Viral Brand

Company e.l.f. Cosmetics

NB100

NewBeauty 100 - SKIN

Company Naturium

Beauty Inc.

The 2024 Most Powerful Beauty Brands

Company e.l.f. Cosmetics

Beauty Inc.

The 2024 Most Powerful Beauty Brands

Company Naturium

Tony Hsieh

The Tony Hsieh Award

Company e.l.f. Beauty

Newsweek

UK's Top 100 Most Loved Workplace® List

Company e.l.f. Beauty

TIME

World's Best Brands of 2024

Company e.l.f. Cosmetics

Authenticity

Authenticity 500 Index

Company e.l.f. Cosmetics

The Conference Board

ESG Leadership Awards

Company e.l.f. Beauty

Numerator

Brands to Watch in 2025 - Fastest Growing "Big" Brands

Company e.l.f. Cosmetics

Newsweek

The Most Trusted Brands in the U.S.

Company e.l.f. Beauty

Great Place to Work

Certified Great Place to Work

Company e.l.f. Beauty

Newsweek

America's Best Loyalty Programs

Company e.l.f. Beauty

USA Today

America's Best Customer Service

Company e.l.f. Cosmetics

Fast Company

Brands That Matter

Company e.l.f. Beauty