

2025 Scratch Stars Awards

THE ONLY AWARDS FOR THE UK&I NAIL INDUSTRY

ENTRY NOW OPEN!

Nail pros & business owners: it's time to show off your sparkle & celebrate your strengths in the sector's most prestigious awards event.

HELENA BIGGS shares the five-step route to the final

It's the ultimate celebration of creativity, passion and dedication to client care: the nail sector's equivalent to the Oscars has returned for a 13th year - and Scratch invites you to compete for a title.

Presenting 18 categories for 2025 that cover all facets of the industry, the Scratch Stars Awards appreciates amazing all-rounders: those that raise standards within the nail industry through business acumen and exceptional everyday practice.

Entry has - and always will be - free, so that any nail professional or team across the UK and ROI has a fair opportunity to be recognised. As the industry and its trends evolve, so too do the awards, and two categories have been added to the 2025 lineup: Online Educator of the Year and Pedicurist of the Year.

As the awards are built on a foundation of integrity, expert judges are carefully chosen to analyse submissions and skills, and annual reviews are made to ensure the fairest competition possible.

Scratch Stars titles have been awarded to 233 nail pros, salons, brands and teams to date. Could this be your year to sparkle?



KEY DATES

1 February - 10 March

Online entry open.

18 April

Finalists announced.

19 May

Finalists in eight categories compete in London. Judging commences for remaining categories.

6 July

The Scratch Stars Party at The Underglobe, London.



WHO CAN ENTER?

- Nail technicians that have been actively working in the industry in the UK or ROI for a minimum of 12 months, and that attained a recognised nail qualification in these areas on or prior to 1 February 2024.
- Owners of a nail salon, nail and beauty salon or home salon that has been open, and actively providing nail services, for a minimum of 12 months (on or prior to 1 February 2024).
- A salon, education or events team that has worked together on four or more occasions in the past 12 months (since 1 February 2024).
- A brand or independent educator that has been actively teaching recognised nail courses for a minimum of 12 months (on or prior to 1 February 2024).

Nail technicians and salon owners must hold valid insurance at the time of entry.



"Taking part in such a highly regarded competition, full of talented professionals, has pushed me beyond my comfort zone and allowed me to grow professionally and personally. The Scratch Stars Awards has offered opportunities I never dreamed possible, and I have made amazing friends along the way."

Danielle Brindley, Scratch Stars Mixed Media Artist of the Year & Polish & Paint Artist of the Year 2024



ENTRY BENEFITS

- **Professional growth.** The Scratch Stars Awards encourages you to reflect on your business and refine your techniques. Judges' feedback is given to finalists, to help them identify areas for improvement.
- **Recognition & credibility.** A win or finalist place can elevate your reputation within the industry and showcase your expertise, making potential clients more confident in your abilities and their nail experiences. Participation can attract media coverage, boost your social media presence and differentiate your business from others.
- **Networking prospects.** The judging process and party bring together nail artists, industry leaders and brand representatives, creating opportunities for collaboration.
- **Personal fulfilment.** Testing your skills and achieving milestones can be highly rewarding, and encourage you to explore bold, innovative designs and new practices.



STEP 1: Choose your categories

Take a look at the 18 categories for 2025, and consider which play to your strengths as a nail pro or to the strengths of your business. Individuals and salons can enter a maximum of two categories each via online forms, and entry is free.

TOP TIP
Check out the Scratch Stars Awards website for detailed descriptions of each category and to discover what is expected of finalists.

ARTISTIC

NAIL STYLIST OF THE YEAR

sponsored by
O.P.I

GEL POLISH STYLIST OF THE YEAR

sponsored by
THE GELBOTTLE INC

MIXED MEDIA ARTIST OF THE YEAR

sponsored by
HD PROFESSIONAL NAIL SYSTEMS

POLISH & PAINT ARTIST OF THE YEAR

sponsored by
andrea professional

TECHNICAL

L&P TECH OF THE YEAR

sponsored by
GLITTERBELLS

GEL TECH OF THE YEAR

sponsored by
LIGHT ELEGANCE

NATURAL NAIL SPECIALIST OF THE YEAR

sponsored by
HARA PROFESSIONAL

PEDICURIST OF THE YEAR

sponsored by
footlogix

BUSINESS

NAIL SALON OF THE YEAR

sponsored by
VODEX

NAIL & BEAUTY SALON OF THE YEAR

sponsored by
ABT Associated Beauty Therapists

HOME NAIL SALON OF THE YEAR

sponsored by
gelfish

MOBILE NAILIST OF THE YEAR

sponsorship
Available

SOCIAL MEDIA STAR OF THE YEAR

sponsored by
Halo ACRYLIC

OTHER

EDUCATOR OF THE YEAR

sponsored by
ABT Associated Beauty Therapists

ONLINE EDUCATOR OF THE YEAR

sponsored by
GELJUNKIE LONDON

NAIL TEAM OF THE YEAR

sponsorship
Available

THE SHOOTING STAR AWARD

presented by
scratch

SERVICES TO THE NAIL INDUSTRY

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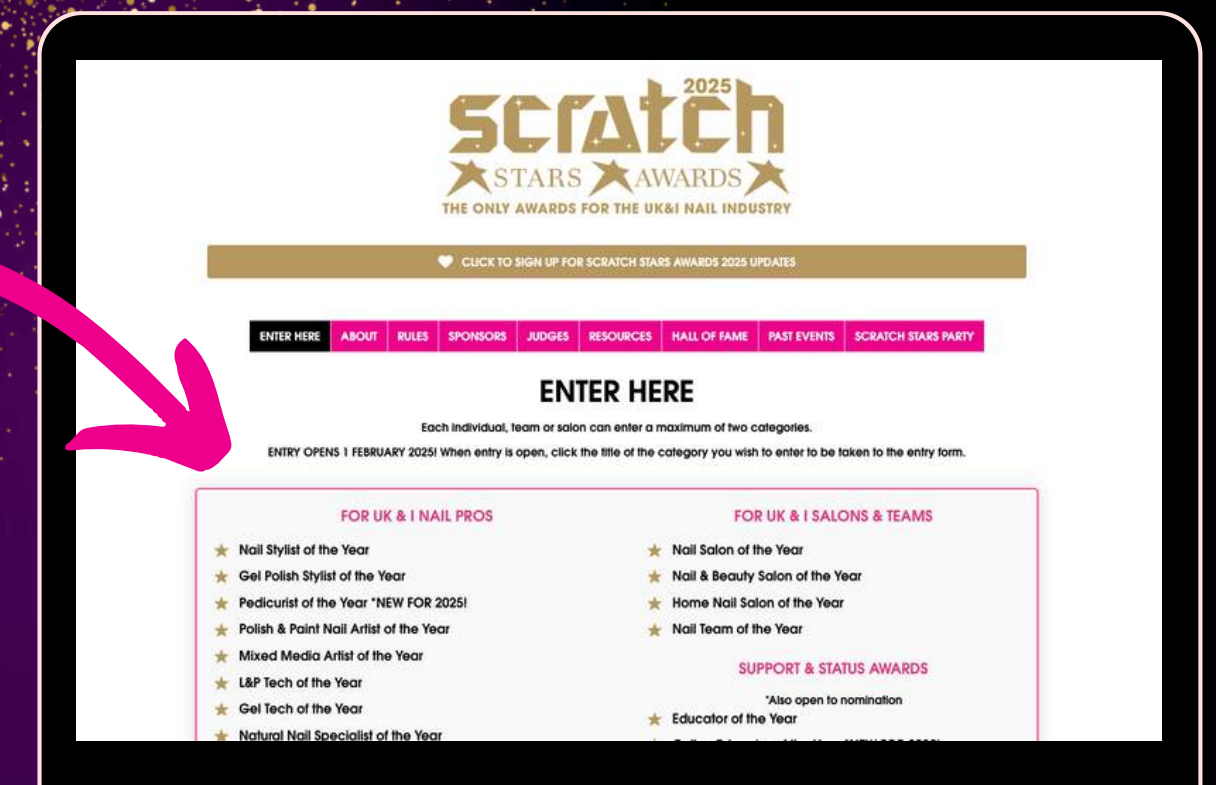


STEP 2: Submit your entry

Entry is free and easy, via an online form.

- Visit scratchmagazine.co.uk/scratchstars.
- Read the terms & conditions for entry and check your eligibility.
- Click 'Enter Here' and select the category you want to enter.
- Upload and submit the required information on the entry form.
- Await an entry confirmation email and repeat the process for one other category, if desired.

All entries must be submitted by **23.59 GMT on 10 March 2025.**



DID YOU KNOW?

The Scratch Stars Awards website has a dedicated 'Resources' section, featuring experiences from past finalists, tips for creating a standout entry and advice for the live judging day in London.

SCAN TO VIEW:



"To anyone in the industry who is considering competing in the Scratch Stars Awards: just go for it! It's an incredible event that celebrates all that is brilliant about the nail sector."

Catriona Leith, three-times winner of the Gel Tech of the Year & One Stroke Artist of the Year awards



STEP 3: *Await announcement*

Initial entries are assessed by the Scratch team to determine five finalists in each category, who will be unveiled on Scratch's website and social media platforms on Friday 18 April. Each finalist will receive an email with instructions for the final assessment stage of the competition, which is different for each category. It involves either a practical showcase, mystery shop visit or portfolio submission.



"Our clients enjoyed following our competition journey and celebrating our win. "The awards process allowed us to assess our work and customer service, and provided a report that we have used to set goals."

Nailspa, Huddersfield, Scratch Stars Nail & Beauty Salon of the Year 2024

STEP 4: *Prepare for judging*

Finalists in the eight artistic and technical categories will be emailed requirements for an hour-long practical task, to demonstrate their nail skills to a panel of judges. This will take place at the London College of Beauty Therapy on 19 May.

In addition to the task, the finalists will be quizzed by judges about their client care procedures and how they react to different business scenarios. The esteemed nail educator judges, put forward by sponsors, score on various criteria and the results are collated to determine each category winner.



Industry veterans and professionals with expertise in beauty business management, social media, education and more, are selected to judge the remaining 10 categories on a remote basis.

Salon and mobile nailist finalists undergo a mystery shop, and the report from this is assessed alongside social media and business prowess.

Educator, Nail Team, Shooting Star and Services to the Nail Industry finalists are required to submit a portfolio of evidence and testimonials, while Social Media Star candidates have their engagement and content reviewed. All judges are provided with a scoresheet for each category, featuring a number of criteria points.



STEP 5: *Join the party!*

It's the most glittering night in the nail industry calendar - and one that gets talked about for months. Hosted at stunning central London venue, The Underglobe, The Scratch Stars Party offers members of the industry a chance to celebrate their achievements and network with others, and the winners of the Scratch Stars Awards are unveiled on the night.

With a 'party wear' dress code, the event features a celebrity host and offers live entertainment, cocktails, canapés, a DJ and always a few fun surprises!

Each ticket includes a goody bag, one-hour prosecco reception and two hours of complimentary house drinks.

Tickets for The Scratch Stars Party will go on sale in March.



"What an amazing night and incredible event!"

Kamila Borowiec, Scratch Stars Social Media Star of the Year 2024

SCAN TO ENTER:



#SCRATCHSTARS   



SCRATCHMAGAZINE.CO.UK/SCRATCHSTARS

The Scratch Stars Awards 2025 is sponsored by:



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