

TORONTO, ON, May 11, 2014 **/24-7PressRelease/** -- The Canadian Beauty Group (CBG) connects fresh and innovative beauty products and companies directly with consumers and strategic industry professionals to create community and brand awareness, educational avenues, and unparalleled exposure through its Canadian Beauty Innovation Awards (CBIA).

An early bird Call for Entry for innovative beauty brands interested in submitting a product under a specific list of criteria in each category in order to win closes on May 15, 2014. Nominated brands will gain avid beauty consumer exposure through the interactive brand exploration platform, get to connect with suitable distributors and agents, and intake expert advice on launch and product strategy for their featured product. Brands interested in being a part of this prestigious event are invited to visit the call for entry webpage:

<http://www.coloursbeautified.com/2014-cb-innovation-awards-call-to-entry/> As well, see the guidelines to assure your product is the right fit for CBIA:<http://www.coloursbeautified.com/guidelines/>

"We have an amazing line-up of judges that have credited influential voices in the North American beauty industry including Lesa Hannah, Beauty Director at Fashion Magazine. This is an exciting time for the North American beauty industry, as we set out to bring beauty innovation to the forefront while bringing together the consumer, beauty professional, and the international beauty industry under one roof. Our Committee can't wait to engage the targeted consumer and overall industry with innovative, fascinating and result driven beauty products," said Natasha Lewis -Ferguson, Founder of CBG.

The CBIA's will also host the Canadian Beauty Ball in support of Lung Cancer Canada. The ball will celebrate the winners and pioneers in the beauty industry and display featured finalists and their products in a stunning visual scene for guests to interact and learn while they enjoy an evening of food and music.

"We are very pleased to be the sole beneficiary of the 2014 Beauty Innovation Awards," said Christina Sit, Project Manager at Lung Cancer Canada. "Innovation is just as important to lung cancer survivorship as it is to the beauty industry. Innovation has brought hope and new advances in technology and medicine to help those affected by this life-threatening disease."

About Canadian Beauty Group

The Canadian Beauty Group connects the beauty industry's decision-makers with consumers

through its marquee Canadian Beauty Innovation Awards and its extensive consumer 'experiential platforms'. Our mandate is to directly connect the various components of the beauty business, create community industry awareness around fresh innovative products, companies and brands for the benefit of Canadian consumers. Through our consumer experience platform, industry panel and Beauty Ball, we teach consumers the importance of proper self-care, while giving North American and international beauty brands an opportunity to engage and interact with an emerging consumer market place. We strategically place inventive products in front of beauty industry influencers, and get instant feedback from a target demographic. For more information please visit <http://www.coloursbeautified.com/> check us out on Facebook at <https://www.facebook.com/BeautyExhibition> and follow us on Twitter at <https://twitter.com/CBGbeautified>

About Lung Cancer Canada Based in Toronto, Lung Cancer Canada (LCC) is a national charitable organization that serves as Canada's leading resource for lung cancer education, patient support, research, and advocacy. LCC's mission is four-fold: 1) to increase public awareness of lung cancer, 2) to support and advocate for lung cancer patients and their families, 3) to provide educational resources to patients, family members, healthcare professionals, and the general public, and 4) to raise funds in support of promising research opportunities.