

# MAKEUP COMPETITIONS

## RULES & REGULATIONS

### CATEGORIES:

#### Special Effects – Competition:

Sunday, April 2 at 9:55AM

#### Extravagant Eyes & Flawless Face

#### – Competition:

Sunday, April 2 at 3:25PM

### ENTRY:

Anaheim: February 1, 2023, at  
12:00 AM EST – March 15, 2023,  
at 11:59 PM EST

Please register to compete at



### ELIGIBILITY

A licensed esthetician or  
cosmetologist, proof of licensure must  
be provided upon entry.



Powered by:

*Jalia Pettis*

#IAMMYBRAND

**III**  
*Jay*

Sponsored by:

*Rude*

## COMPETITION LOCATION:

SHOW FLOOR

## COMPETITION FEES:

\$50 February 1, 2023,  
at 12:00 AM EST – March 15, 2023,  
at 11:59 PM EST

\*Purchase of a Show Pass is required  
prior to registering for a Makeup  
Competition

## SCHEDULE:

### Special Effects

9:30am	Report
9:35am	Rules Briefing
9:45am	Station Prep
9:55am	Competition
11:25am	Accessorize
11:30am	Final Judging
11:40am	Photos & Awards

### Extravagant Eyes & Flawless Face:

3:00pm	Report
3:05pm	Rules Briefing
3:15pm	Station Prep
3:25pm	Competition
4:25 pm	Final Judging
11:30am	Photos & Awards

## WINNERS & PRIZES:

1st Place Winners will receive a Medallion & prizes from Crown Brush, Skindinavia, Embryolisse, SurvivorEyes, Qosmedix & Parian Spirit

All participants will receive a kit presented by our in-kind sponsors

## JUDGES:



### Michael DeVellis — Founder, The Powder Group

As the founder of The Powder Group, On Makeup Magazine, and The Makeup Show, Michael DeVellis has the inside track on what it takes to make it big in the makeup artist industry. His nearly 30 years of experience working around the world with hundreds of top artists, brands, artist agencies, trade events, productions, and publications make him uniquely qualified to share an insider's perspective on a career in professional beauty.



### Dan Barajas — CEO of Crown Brush Co.

Dan has over 20 years experience in the beauty industry and works with makeup artists around the world to develop new and exciting products for both Crown and other beauty brands.



### Bri Oro — Licensed Cosmetologist, Bri Oro Hair LLC

Bri is a California based stylist of 15-years who for the last 7-years has specialized in photoshoot styling, bridal and extensions. She prides herself on advocating and using clean and cruelty-free products.



### Jalia Pettis — Dually Licensed Session Stylist & Visionary of 3Jay Productions

Her passion and ability have been recognized with numerous awards, including NAHA Makeup Artist of the Year (2022) and the International Beauty Industry Award (2020-2021). Jalia's work spans a variety of settings, from film, television, and editorial, to creative direction and business development; a truly multifaceted artist.



### Sharon Major

Sharon Major is a Tampa Florida based Cosmetologist, Skin Therapist, and Educator. Her multifaceted career has awarded her an International Nomination for Toppers Best Makeup Artist in a Musical, an ACHI Makeup Artist of the year award and numerous hair show awards. Her love for the industry with over 30 years of experience has led her to open Skin 360 Beauty Institute, an Esthetics School and Beauty Professionals Training Facility. Her mission is to Empower, Educate, and Elevate.

## JUDGING CRITERIA:

Eligible entries will be judged by an expert panel of judges, based on the following criteria:

- 1. Creativity (25%)** – the overall creativity of the look and artistry.
- 2. Brand Appropriateness (25%)** – i.e. how well the Crown Brush products are incorporated into the use of other products and tools
- 3. Clear Concept (25%)** – i.e. is the theme clearly visible and fits within the "Extravagant Eyes" or "Special FX" theme while telling a story.
- 4. Sanitation (25%)** – i.e. how well the kit is organized, products clean, station setup and whether double bracing technique is used.

Decisions of the judges are final and binding in all respects.

## RULES:

- One artist per model, no assistants.
- Artist must start and finish in the allotted time, no preliminary work can be done other than hair and/or wardrobe.
- During the prep time your kit will be inspected
- Specific items must be brought in spray bottles, labeled and sat at your station: 70% alcohol, water and witch hazel/astringent.
- Bring a face chart and a brief story to sit at your station to describe your look.

premiereANAHEIM  
THE ULTIMATE BEAUTY EXPERIENCE

MAKEUP COMPETITIONS



# VIRTUAL MAKEUP COMPETITION

## RULES & REGULATIONS



### ENTRY PERIOD:

February 1, 2023, at 12:00 AM EST –  
March 15, 2023, at 11:59 PM EST

### ELIGIBILITY:

The contest is open to only those legal residents of the 50 United States.

Must be a current student in either a cosmetology or esthetics program or a recent graduate within three-months of the noted entry dates.

Posts can **ONLY** be within the entry period for that given city and must include the following hashtags: **#premiereanaheim**  
**#premiereorlando**

Posts are required to have the following social media pages tagged:  
@premierebeautyshows @jaliadp @crownbrush

### WINNERS:

**Overall competition winner will receive one complimentary Show Pass for Premiere Anaheim and a 2-night stay at a surrounding hotel.**

### JUDGING CRITERIA:

Eligible entries will be judged by an expert panel of judges, based on the following criteria:

- 1. Creativity (50%)** – the overall creativity of the Submission, including the artistic creativity of the photo and overall creativity given to the photo's concept.
- 2. Clear Concept (25%)** – i.e. how well the submission fits within the "futuristic" theme.
- 3. Photo Editing (25%)** – i.e. is the editing too much, fit cohesively within the concept.

Decisions of the judges are final and binding in all respects.

### TO ENTER:

To enter the Premiere Show Group student makeup competition, post a photo on Instagram of what you see as "futuristic" with a caption describing what you see as the next out of the box trend in makeup artistry and use the hashtag **#competewithpremiere**.

The post should be a carousel with the "after" photo first and the "before" photo as the second. Please use good taste, keep photos free of obscenity or indecent material. Entries cannot defame, misrepresent, or contain disparaging remarks about people based on any factor.

By entering, you acknowledge that your entry may be posted on the Premiere Show Group website(s) or other media pages and shared by others not limited to the judging panel. There is no obligation to use or post any photo you submit. Premiere Show Group shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the entries in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the world in any manner whatsoever and for any purpose.

By submitting an entry you warrant and represent that it: (a) is your original work; (b) has not been previously published; (c) has not received previous awards; (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) that you have obtained permission from any third party who appears in the entry or whose name, likeness, voice or other proprietary right is used in the entry, if any; and (f) that publication of the entry via various media including Web posting, will not infringe on the rights of any third party.

For a photo in which a person is recognizable, you must secure a model release from the subject or, in the case of a minor, the subject's parent or guardian. Photos that violate or infringe upon another person's rights, including copyright, are not eligible.

Online entries that are not in accordance with these Official Rules as stated herein or are not received during the Entry Period will be ineligible.