

MAKEUP COMPETITIONS

RULES & REGULATIONS

CATEGORIES:

Special Effects – Competition:
Sunday, October 1 at 9:55AM

**Extravagant Eyes & Flawless Face
– Competition:**
Monday, October 2 at 9:55AM

ENTRY:

Please register to compete at



ELIGIBILITY

Licensed esthetician or cosmetologist,
Unlicensed Professional Makeup
Artist and/or student/recent beauty
school graduate..

Powered by:



COMPETITION LOCATION:

SHOW FLOOR

COMPETITION FEES:

\$50 July 10, 2023, at 12:00 AM EST
– Sept. 30, 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:

9:30am	Report
9:35am	Rules Briefing
9:45am	Station Prep
9:55am	Competition
10:55am	Accessorize
11:00am	Final Judging
11:30am	Photos & Awards

WINNERS & PRIZES:

1st Place Winners will receive a medallion & prizes from our in-kind sponsors
Beauty So Clear, Survivor Eyes and Embryolisse

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

JUDGE:



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.



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.

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THE ULTIMATE BEAUTY EXPERIENCE

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