

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

JUDGES:



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.



Shannon Bright

Shannon is a photographer and educator based in the US. She specializes in fashion, lifestyle and commercial photography and enjoys creating iconic imagery that is feminine and timeless.

She has been featured in numerous fashion publications including: ELLE, Glamour, Solstice, VOUS Spain, Malvie, Moveaux, Selin, PUMP and Artelles.



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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