

# BEAUTYexpo

AUSTRALIA



*face2face*  
MAKE UP AWARDS

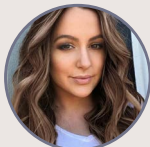


ICC SYDNEY  
DARLING  
HARBOUR

# face2face 2025 Categories

MAKE UP AWARDS

## About the Face2Face Makeup Awards



ISABELLE

Face2Face Makeup Awards  
Creative Director

Internationally recognised, multi award-winning makeup artist, Isabelle De Vries challenges trends and stereotypes of beauty and has gained recognition from the industry's elite.

Isabelle specialises in editorial makeup, as well as makeup for; beauty, runway, bridal and advertising and has established herself as the "Gloss Queen" and started the trend "Buttery Skin" as seen in Allure & Glamour Magazine to name a few.

As an educator Isabelle is fun, hands on and down to earth. Her Signature Masterclass has taken her to L.A, NYC, London, France and Croatia as well as presenting as a guest artist in Lithuania for "The Makeup Lovers Festival" and in NY for "The Makeup Show".

Isabelle is excited to be back as the Creative Director of the 2025 Face2Face Awards. A true creator & innovator of her art, Isabelle De Vries has become a house hold name in the industry.

### CREATIVE MAKEUP

#### Under The Ocean (Live)

Saturday 16 August | 8:00am - 11:00am

Dive deep into the wonders of the ocean with this year's creative makeup category. Beneath the surface of the ocean lies a hidden world, filled with mesmerizing creatures, both beautiful and strange, and patterns and colours beyond imagination.

### FASHION EDITORIAL

#### Trend Prediction (Live)

Saturday 16 August | 2:30pm - 3:30pm

This year artists are tasked with predicting the next big makeup trend for the upcoming season, inspired by the bold, cutting-edge looks we see on the runway. Your challenge is to create a wearable high-fashion makeup look that reflects your vision of the future of beauty—an interpretation of what you believe will dominate the runways in the upcoming seasons.

### BRIDAL

#### A Timeless Romance (Live)

Saturday 16 August | 12:30pm - 1:30pm

For this year's bridal makeup competition, artists are invited to create a look that embodies the essence of "Timeless Romance." Your challenge is to design a bridal makeup look that blends classic beauty with a modern twist. Think of the elegance of vintage bridal looks, but updated with contemporary techniques and trends.

### BEAUTY EDITORIAL

#### Ethereal Beauty (Photographic)

Online Submission

Artists will create two different, editorial style images/looks to create a beauty story. This year's theme is "Ethereal Beauty" your looks should evoke a sense of whimsical otherworldliness. It can be soft, fresh, and romantic. Your looks look might include subtle elements like jewels, a celestial-inspired highlight, or the use of translucent, glowy products to amplify the dream like feel.

## How to Enter

ENTRY PRICE PER CATEGORY:  
STANDARD:  
PRICE INCLUDES AN EXPO PASS

\*Please note when entering a Face2Face Makeup Awards category you will be entitled to one expo entry pass only. If you decide to enter multiple categories, you will not receive any additional expo entry passes.\*

PLEASE ENTER ONLINE BY 5PM THURSDAY 7TH AUGUST 2025 FOR ALL CATEGORIES.

[TO ENTER PLEASE CLICK HERE](#)

#### CREATIVE ENQUIRIES

Isabelle De Vries  
Creative Director  
isabelle\_de\_vries@outlook.com

#### ADMINISTRATIVE ENQUIRIES

Emma Behrend  
Senior Event Producer  
emma.behrend@rxglobal.com

# Beauty Editorial Mandatory Form 1

## MAKEUP ARTIST DECLARATION

I (as listed below)\* agree upon, receipt of which is hereby acknowledged, consent that Beauty Expo Australia and media authorised by Beauty Expo Australia, may use the digital files submitted for the Face2Face Makeup Awards for the purpose of promotion and publication in whole or part thereof. I have also read the conditions of entry and agree to abide by them. (\*Signature of modelling agency on behalf of model will also suffice.)

Name

---

Salon/Agency

---

Your Website (if you have one)

---

Your Social Media Handles

---

Signature

---

Date

---

Name of Witness

---

Signature

---

Date

---

In 100 words or less, please write a description of how your photos meet the theme/brief.

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### How to Enter

ENTRY PRICE PER CATEGORY:  
STANDARD:  
PRICE INCLUDES AN EXPO PASS

\*Please note when entering a Face2Face Makeup Awards category you will be entitled to one expo entry pass only. If you decide to enter multiple categories, you will not receive any additional expo entry passes.\*

PLEASE ENTER ONLINE BY 5PM THURSDAY 7TH AUGUST 2025 FOR ALL CATEGORIES.

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#### CREATIVE ENQUIRIES

Isabelle De Vries  
Creative Director  
isabelle\_de\_vries@outlook.com

#### ADMINISTRATIVE ENQUIRIES

Emma Behrend  
Senior Event Producer  
emma.behrend@rxglobal.com

# Beauty Editorial Mandatory Form 2

## MODEL RELEASE FORM

I (as listed below)\* agree upon, receipt of which is hereby acknowledged, consent that Beauty Expo Australia and media authorised by Beauty Expo Australia, may use the photographs and/or digital files submitted for the Face2Face Makeup Awards for the purpose of promotion and publication in whole or part thereof. I have also read the conditions of entry and agree to abide by them. (\*Signature of modelling agency on behalf of model will also suffice.)

Model 1 Name	Signature
Model 2 Name	Signature
Hairstylist Name	Signature
Photographer Name	Signature
Date of Shoot	Signature

Consent by Parent or Guardian if persons are less than 18 years of age.  
As parent or guardian of the above named person, I consent to the above release and signature thereto and to the potential usage as set out above.

Name
Parent or Guardian Name
Signature
Date

Name
Parent or Guardian Name
Signature
Date

### How to Enter

ENTRY PRICE PER CATEGORY:  
STANDARD:  
PRICE INCLUDES AN EXPO PASS

\*Please note when entering a Face2Face Makeup Awards category you will be entitled to one expo entry pass only. If you decide to enter multiple categories, you will not receive any additional expo entry passes.\*

PLEASE ENTER ONLINE BY 5PM THURSDAY 7TH AUGUST 2025 FOR ALL CATEGORIES.

[TO ENTER PLEASE CLICK HERE](#)

#### CREATIVE ENQUIRIES

Isabelle De Vries  
Creative Director  
isabelle\_de\_vries@outlook.com

#### ADMINISTRATIVE ENQUIRIES

Emma Behrend  
Senior Event Producer  
emma.behrend@rxglobal.com

Live Competitions Mandatory Form

MAKEUP ARTIST AND MODEL RELEASE FORM

Please complete one form per live competition category you are entering, and bring with you on competition day.

- Live competition categories include:
- Bridal Makeup (live) 1hr – judged at the show
  - Fashion Editorial (live) 1hr– judged at the show
  - Creative Makeup (live) 3hr– judged at the show

I (as listed below)\* agree upon, receipt of which is hereby acknowledged, consent that Beauty Expo Australia and media authorised by Beauty Expo Australia, may take my photo, and that images taken on Saturday 16th August 2025 for the Face2Face Makeup Awards competition may be used by Beauty Expo Australia for the purpose of promotion and publication in whole or part thereof.

I have also read the conditions of entry and agree to abide by them.

<div>*Model Name</div>	<div>Signature</div>
	<div>Date</div>
<div>*Makeup Artist / Competitor Name</div>	<div>Signature</div>
	<div>Date</div>

Consent by Parent or Guardian if persons are less than 18 years of age.  
As parent or guardian of the above named person – (please circle) Model or Makeup Artist / Competitor – I consent to the above release and signature thereto and to the potential usage as set out above.

<div>Name</div>
<div>Parent or Guardian Name</div>
<div>Signature</div>
<div>Date</div>

How to Enter

ENTRY PRICE PER CATEGORY:  
STANDARD:  
PRICE INCLUDES AN EXPO PASS

\*Please note when entering a Face2Face Makeup Awards category you will be entitled to one expo entry pass only. If you decide to enter multiple categories, you will not receive any additional expo entry passes.\*

PLEASE ENTER ONLINE BY 5PM THURSDAY 7TH AUGUST 2025 FOR ALL CATEGORIES.

[TO ENTER PLEASE CLICK HERE](#)

CREATIVE ENQUIRIES

Isabelle De Vries  
Creative Director  
isabelle\_de\_vries@outlook.com

ADMINISTRATIVE ENQUIRIES

Emma Behrend  
Senior Event Producer  
emma.behrend@rxglobal.com

# Rules and Regulations

- 1 Entry is subject to the discretion of Beauty Expo Australia. Please note your entry is non-refundable if you are unable to complete or attend.
- 2 Entrants must provide their own model and equipment e.g. makeup, all products and any other necessary items required for their presentation.
- 3 The live competition area will be set up on the exhibition floor, complete with tables, stools and wastebaskets. Artists have the option to provide their own cape. All other equipment is to be supplied by the entrant.
- 4 Judging time will take 15 - 20 minutes after each category is completed.
- 5 Creative Makeup entrants: see brief on page 8. Entrants will be given 3 hours to design makeup. Models may be dressed to suit design. Hairstyling can be completed before the competition.
- 6 Bridal entrants: see brief on page 9. Entrants will be given one hour to design makeup. Models may be dressed to suit design. Hairstyling can be completed before the competition.
- 7 Fashion Editorial entrants: see brief on page 10. Entrants will be given one hour to design makeup. Models may be dressed to suit design. Hairstyling can be completed before the competition.
- 8 Important Note: Competitors work within a restricted space, large dresses with long trains may not be suitable. Please take this in consideration when styling your model. All models should be dressed in attire that compliments their theme and makeup of choice. Costumes should not be revealing, and the makeup should remain the focus. Lingerie or see through clothing will not be permitted.
- 9 Hair and styling should complement the overall look for your entry and can be completed before the competition.
- 10 Hair and styling does not exclusively need to be done by the makeup artist and can be completed by another professional. Whilst competitors will be judged on makeup only and no judging will be done on styling and hair individually, the 'overall look' will be judged, taking into consideration makeup design choices for the model's look.
- 11 For live categories, please prepare a mood board on display cardboard no bigger than A0 in size to be displayed during the competition. Your mood board should show images and/ or drawings with what inspired you in your makeup design and anything else you see relevant to your entry including considerations to styling and hair.
- 12 This will not affect your judging results, however will assist in your preparations and be on display whilst you are competing for spectators and judges to see.
- 13 For live categories, please prepare and include on your mood board a very brief description of the 'look' you are creating and a short description about yourself on an A4 piece of paper. This will be read by judges to understand the context of the look as well as background information about you as an artist and will minimise judge's questions to you as you apply makeup.
- 14 No assistance can be given to an entrant during the period of the competition for preparation of the model. Competitors must apply all makeup themselves entirely.
- 15 No makeup is to be applied to the model prior to the start of the competition, including false eyelashes. Models must arrive with clean skin. Contact lenses are permitted to be applied before competition where applicable.
- 16 All competitors must display strict hygiene standards in the application of makeup or points will be deducted.
- 17 Time limits must be followed and strictly adhered to. Please refer to individual category rules and regulations for more information.
- 18 The registration close date for all categories is 5pm Thursday 7th August 2025.
- 19 To assist fellow competitors, noise and conversation level is to be kept to a minimum during competition time.
- 20 Advertising and promotion of businesses, salons or products is not permitted during the competition. Please feel free to include your social media handles on your mood board however.
- 21 No smoking, drinking or eating will be permitted in the competition or preparation area. (Exceptions made for the Creative Makeup categories where snacks and drinks allowed for models wellbeing.)
- 22 The judge's decision is final. No correspondence will be entered into. All scoring will remain confidential to the Beauty Expo Australia organisers. Judges will be available in the competition area after the Awards presentation for any verbal feedback you may like to seek, with the intention of career development.
- 23 Each entrant is responsible for cleaning their work station afterwards and leaving the area how they found it.
- 24 Failure to follow competition rules and guidelines will result in disqualification.
- 25 These Awards are open to makeup artists anywhere in the world, at any stage in their career.
- 26 Beauty Editorial entrants: see brief on page 7. This is a photographic entry and you do not need to be present at Beauty Expo Australia to compete in this category. The winner of this category will have their images used in Beauty Expo Australia Face2Face Makeup Awards marketing in 2025.
- 27 For all live category entrants we advise that you bring your own compact lighting. Power will be available.

PPE and sanitiser will be available on the competition floor at all times.

# BEAUTY EDITORIAL (PHOTOGRAPHIC): Ethereal Beauty

## CATEGORY DEFINITION

Artists will create two different, editorial style images/looks to create a beauty story. This year's theme is "Ethereal Beauty" your looks should evoke a sense of whimsical otherworldliness. It can be soft, fresh, and romantic. Your looks look might include subtle elements like jewels, a celestial-inspired highlight, or the use of translucent, glowy products to amplify the dreamlike feel.

## Rules and Regulations

- 1

Entry is subject to the discretion of Beauty Expo Australia.

2

Photography must be produced in the awards period August 2024 - August 2025. This photography must not have been published anywhere prior to judging, including: in print, online or social media outlets.

3

Judging will occur in the week prior to Beauty Expo Australia 2025. Winners will be announced at Main Stage on the Beauty Expo show floor at 11:55am on Saturday 16 August 2025.

4

Entrant's presence at the expo is not required but encouraged. This will not affect judging.

5

All work submitted for the Face2Face Makeup Awards Beauty Editorial category must solely be the work of the entrant, except where specified. Hair and styling can be completed by a third party.

6

All work is accepted in good faith and any entrants found to be abusing this will be automatically disqualified.

7

The model release and relevant declaration forms must be completed and signed by all parties and be included with your submission.

8

Please note: Registration & Submission deadline is Thursday 7th August. Please see point 6 under digital entry details for the submission link.

9

The deadline for entry, payment and submissions is final. Entries will not be accepted after the stated date and disqualification will apply.

10

Hair and styling should complement the overall look for your entry. Hair and styling does not exclusively need to be done by the makeup artist and can be done by another professional. Whilst competitors will be judged on makeup only and no judging will be done on styling and hair individually, the 'overall look' will be judged, taking into consideration makeup design choices for the model's look.
- 11

Judges accept some use of Photoshop, and all other similar post-production programs. Clearing up fly-away hair is acceptable, for example, however they do not accept over manipulation that changes or alters the finished makeup look from its raw state. No Ai imagery will be accepted.

12

The judge's decision is final. No correspondence will be entered into. All scoring will remain confidential to Beauty Expo Australia organisers. Judges will be available in the competition area after the Awards presentation for any verbal feedback you may like to seek, with the intention of career development.

13

Failure to follow competition rules and guidelines will result in disqualification.

14

Any entrant who is disqualified will be notified.
- 6

Closer to the due date you will be provided details to upload your images to the judging site.

7

The images will remain the property of Beauty Expo Australia. They may be used for promotion of Beauty Expo Australia, altered or in their original form.

### Beauty Editorial Category Digital entry details

- 1

You are required to submit as part of your submission, 2 photographs to form one beauty story. (No more than 2 faces in each photo).
- 2

Photographic images should be shot taking into consideration the above brief.
- 3

Professional photographers, stylists and hairdressers can be used.
- 4

No branding is allowed on any image.
- 5

All photographs must be in A4 portrait format with the below specifications:  
-High resolution/ JPEG Images  
-600dpi

# CREATIVE MAKEUP (LIVE): Under The Ocean

## CATEGORY DEFINITION

Dive deep into the wonders of the ocean with this year's creative makeup category. Beneath the surface of the ocean lies a hidden world, filled with mesmerizing creatures, both beautiful and strange, and patterns and colours beyond imagination. Artists are invited to create a makeup look that reflects the beauty, mystery, and power of the ocean. From the vibrant colours of coral reefs to the ethereal glow of bioluminescent creatures, this theme invites you to explore the boundless creativity found beneath the waves. Your look can be inspired by the ocean's creatures, landscapes, or the fluidity and movement of water itself. Whether it's the delicate elegance of a seashore, the shimmering hues of tropical fish, or the dark allure of the deep where sirens and mermaid hide, let the ocean guide your artistic vision. Bring the sea to life through makeup, transforming your model into a living representation of its beauty, mystery, and awe.

Saturday 16 August | 8:00am - 11:00am

## Rules and Regulations

- 1

Entry is subject to the discretion of Beauty Expo Australia.
- 2

Time: Saturday 16 August 8:00am - 11:00am
- 3

Entrants must provide their own model and equipment e.g. makeup, all products and any other necessary items required for their presentation.
- 4

The competition area will be open to entrants for set up half an hour before competition start time.
- 5

The live competition area will be set up on the exhibition floor, complete with tables, stools and wastebaskets. Due to covid restrictions, artists must provide their own cape. All other equipment is to be supplied by the entrant.
- 6

Judging time will take 15 to 20 minutes after the category is completed. Winners will be announced at Main Stage on the Beauty Expo show floor at 11:55am on Saturday 16 August 2025.
- 7

Airbrushing is permitted in all categories. You must advise the creative director, Isabelle De Vries if you plan to use a compressor no later than one week prior to the competition for logistic purposes. Failure to do so may result in no power being available and you will need to use alternative application methods.
- 8

SPFX and stuck-on items are permitted but not essential in this category and can be purchased or self-made. Please include these details in your mood board for the judges. Wigs are allowed in this category. Contact lenses can be applied prior to competition time. Please contact competition Creative Director, Isabelle De Vries if you have further questions.
- 9

Creative Makeup entrants will be given 3 hours to apply makeup. Models may be dressed to suit design. Hair can be completed before competition.
- 10

Hair and styling should complement the overall look for your entry and can be pre-done. Hair and styling does not exclusively need to be done by the makeup artist and can be done by another professional. Whilst competitors will be judged predominantly on makeup you will be judged on styling and the 'overall look', body painting/art is permitted in this category.
- 11

Please prepare a mood board on display cardboard no bigger than A0 in size to be displayed during the competition. Your mood board should show images and/or drawings with what inspired you in your makeup design and anything else you see relevant to your entry including considerations to styling and hair. This will not affect your judging results, however will assist in your preparations and be on display whilst you are competing for spectators and judges to see. Social Media handles may be included on mood board.
- 12

Please prepare and include on your mood board a very brief description of the 'look' you are creating and a short description about yourself on an A4 piece of paper. This will be read by judges to understand the context of the look as well as background information about you as an artist and will minimise judge's questions to you as you apply makeup.
- 13

No assistance can be given to an entrant during the period of competition for preparation of the model. Competitors must apply all makeup themselves entirely.
- 14

No makeup is to be applied to the model prior to the start of the competition, including false eyelashes. Models must arrive with clean skin. (Moisturiser is acceptable however all skin prep to be completed during competition time.)
- 15

All competitors must display strict hygiene standards in the application of makeup or points will be deducted. Time limits must be followed and strictly adhered to.
- 16

The closing date for registering to enter is 5pm Thursday 7th August 2025.
- 17

To assist fellow competitors, noise and conversation level is to be kept to a minimum during competition time.
- 18

Advertising and promotion of businesses, salons or products is not permitted during the competition.
- 19

No smoking, drinking or eating will be permitted in the competition or preparation area. Snacks acceptable for model wellbeing due to long category time.
- 20

The judge's decision is final. No correspondence will be entered into. All scoring will remain confidential to Beauty Expo Australia organisers. Judges will be available in the competition area after the Awards presentation for any verbal feedback you may like to seek, with the intention of career development.
- 21

Each entrant is responsible for cleaning their work station afterwards and leaving the area how they found it.
- 22

Failure to follow competition rules and guidelines will result in disqualification.



# BRIDAL (LIVE): A Timeless Romance

## CATEGORY DEFINITION

For this year's bridal makeup competition, artists are invited to create a look that embodies the essence of "Timeless Romance." Your challenge is to design a bridal makeup look that blends classic beauty with a modern twist. Think of the elegance of vintage bridal looks, but updated with contemporary techniques and trends. This theme encourages you to take inspiration from iconic romantic eras—whether it's the soft glamour of the 1950s, the romanticism of the Victorian era, or the natural, dewy glow of today's bridal beauty. The final look should exhibit sophistication, grace, and beauty that would transcend time.

Saturday 16 August | 12:30pm - 1:30pm

## Rules and Regulations

- 1

Entry is subject to the discretion of Beauty Expo Australia.
- 2

Time: Saturday 16 August 12:30pm - 1:30pm
- 3

Entrants must provide their own model and equipment e.g. makeup, all products and any other necessary items required for their presentation.
- 4

The competition area will be open to entrants for set up half an hour before competition start time.
- 5

The live competition area will be set up on the exhibition floor, complete with tables, stools and wastebaskets. Due to covid restrictions, artists must provide their own cape. All other equipment is to be supplied by the entrant.
- 6

Judging time will take 15 to 20 minutes after the category is completed and the winners will be announced Saturday 16 August 2025 at 1:50pm on Main Stage on the Beauty Expo show floor.
- 7

Airbrushing is permitted in all categories. You must advise competition Creative Director, Isabelle De Vries if you plan to use a compressor no later than one week prior to the competition for logistic purposes. Failure to do so will result in no power being available and you will need to use alternative application methods.
- 8

You will be given 1 hour to design makeup. Models may be dressed to suit design. Important Note: Competitors work within a restricted space, overly large dresses for example, are not permitted within the competition area. Hairstyling can be completed before the competition.
- 9

Hair and styling should complement the overall look for your entry and can be done prior to the competition. Hair and styling does not exclusively need to be done by the makeup artist and can be done by another professional. Whilst competitors will be judged on makeup only and no judging will be done on styling and hair individually, the 'overall look' will be judged, taking into consideration makeup design choices for the model's look.
- 10

Please prepare a moodboard on display cardboard no bigger than A0 in size to be displayed during the competition. Your mood board should show images and/or drawings with what inspired you in your makeup design and anything else you see relevant to your entry, including considerations to styling and hair. This will not affect your judging results, however will assist in your preparations and be on display whilst you are competing for spectators and judges to see. Social Media handles may be included on mood board.
- 11

Please prepare and include on your mood board a very brief description of the 'look' you are creating and a short description about yourself on an A4 piece of paper. This will be read by judges to understand the context of the look as well as background information about you as an artist and will minimise judge's questions to you as you apply makeup.
- 12

No assistance can be given to an entrant during the period of competition for preparation of model. Competitors must apply all makeup themselves entirely.
- 13

No makeup is to be applied to the model prior to the start of the competition, including false eyelashes. Models must arrive with clean skin. (Moisturiser is acceptable however all skin prep to be completed during competition time.)
- 14

All competitors must display strict hygiene standards in the application of makeup or points will be deducted. Time limits must be followed and strictly adhered to.
- 15

The closing date for registering to enter is 5pm Thursday 7th August 2025.
- 16

To assist fellow competitors, noise and conversation level is to be kept to a minimum during competition time.
- 17

Advertising and promotion of businesses, salons or products is not permitted during the competition.
- 18

No smoking, drinking or eating will be permitted in the competition or preparation area.
- 19

The judge's decision is final. No correspondence will be entered into. All scoring will remain confidential to Beauty Expo Australia organisers. Judges will be available in the competition area after the Awards presentation for any verbal feedback you may like to seek, with the intention of career development.
- 20

Each entrant is responsible for cleaning their work station afterwards and leaving the area how they found it.
- 21

Failure to follow competition rules and guidelines will result in disqualification.

# FASHION EDITORIAL (LIVE): Trend Prediction

## CATEGORY DEFINITION

This year artists are tasked with predicting the next big makeup trend for the upcoming season, inspired by the bold, cutting-edge looks we see on the runway. Your challenge is to create a wearable high-fashion makeup look that reflects your vision of the future of beauty—an interpretation of what you believe will dominate the runways in the upcoming seasons. Fashion trends evolve constantly, and makeup is no exception. Whether it's a revival of an iconic runway look with a modern twist or an entirely new concept that you foresee gaining momentum, your makeup should embody the essence of innovation and forward-thinking beauty.

### “What really is fashion editorial?”

When you think Fashion editorial makeup think graphic eyeliners, bold lip colours, and unconventional blush application. It usually involves one key element like a bold eye or lip. It will sometimes involve some Avant garde techniques or elements but is not to be confused with avant garde makeup. Avant garde makeup is art inspired where as editorial is more fashion based and can generally be adapted into a wearable look for the consumer.

Saturday 16 August | 2:30pm - 3:30pm

## Rules and Regulations

- 1

Entry is subject to the discretion of Beauty Expo Australia.
- 2

Time: Saturday 16 August 2:30pm - 3:30pm
- 3

Entrants must provide their own model and equipment e.g. makeup, all products and any other necessary items required for their presentation.
- 4

The competition area will be open to entrants for set up half an hour before competition start time.
- 5

The live competition area will be set up on the exhibition floor, complete with tables, stools and wastebaskets. Due to covid restrictions, artists must provide their own cape. All other equipment is to be supplied by the entrant.
- 6

Judging time will take 15 to 20 minutes after the category is completed and the winners will be announced Saturday 16 August 2025 at 4:10pm on Main Stage on the Beauty Expo show floor.
- 7

Airbrushing is permitted in all categories. You must advise competition Creative Director, Isabelle De Vries if you plan to use a compressor no later than one week prior to the competition for logistic purposes. Failure to do so will result in no power being available and you will need to use alternative application methods.
- 8

You will be given 1 hour to design makeup. Models may be dressed to suit design  
Important Note: Competitors work within a restricted space, overly large dresses for example, are not permitted within the competition area. Hairstyling can be completed before the competition.
- 9

Hair and styling should complement the overall look for your entry and can be done prior to the competition. Hair and styling does not exclusively need to be done by the makeup artist and can be done by another professional.
- 10

Please prepare a moodboard on display cardboard no bigger than A0 in size to be displayed during the competition. Your mood board should show images and/or drawings with what inspired you in your makeup design and anything else you see relevant to your entry, including considerations to styling and hair. This will not affect your judging results, however will assist in your preparations and be on display whilst you are competing for spectators and judges to see. Social Media handles may be included on mood board.
- 11

Please prepare and include on your mood board a very brief description of the 'look' you are creating and a short description about yourself on an A4 piece of paper. This will be read by judges to understand the context of the look as well as background information about you as an artist and will minimise judge's questions to you as you apply makeup.
- 12

No assistance can be given to an entrant during the period of competition for preparation of model. Competitors must apply all makeup themselves entirely.
- 13

No makeup is to be applied to the model prior to the start of the competition, including false eyelashes. Models must arrive with clean skin. (Moisturiser is acceptable however all skin prep to be completed during competition time.)
- 14

All competitors must display strict hygiene standards in the application of makeup or points will be deducted. Time limits must be followed and strictly adhered to.
- 15

The closing date for registering to enter is 5pm Thursday 7th August 2025.
- 16

To assist fellow competitors, noise and conversation level is to be kept to a minimum during competition time.
- 17

Advertising and promotion of businesses, salons or products is not permitted during the competition.
- 18

No smoking, drinking or eating will be permitted in the competition or preparation area.
- 19

The judge's decision is final. No correspondence will be entered into. All scoring will remain confidential to Beauty Expo Australia organisers. Judges will be available in the competition area after the Awards presentation for any verbal feedback you may like to seek, with the intention of career development.
- 20

Each entrant is responsible for cleaning their work station afterwards and leaving the area how they found it.
- 21

Failure to follow competition rules and guidelines will result in disqualification.

# Face2Face Makeup Awards – Artist Tips 2025

Please read through all the rules and regulations carefully. This includes both the general rules and regulations for the Face2Face Makeup Awards and the specific rules for the category in which you are entering.

## Model Selection

Whether you're competing in the photographic or live categories, choosing the right model is crucial. When selecting a model, ensure they align with the look you aim to create. For instance, if you're planning a cut-crease makeup, a model with a large open eye space would be ideal. Judges will assess whether your makeup suits your model's face, so it's important to select a suitable model. This is a competition, so your choice of model should enhance your work and facilitate an easy application. Professional freelance models can easily be found on platforms like Facebook and Instagram.

## Hair/Styling/Costumes

While you are not judged directly on your model's clothing or hairstyle, it's essential that these elements complement your makeup and create a cohesive look. Don't hesitate to go all out, especially in the creative category, where the overall concept often extends across hair, face, body, and styling. While we encourage your styling and costumes to be creative and compliment your overall look, please keep outfits appropriate for a public environment.

## Mood Board

Your mood board is a key tool for helping judges understand your concept and should never be overlooked. It demonstrates how well you've grasped the theme and concept, and how you've translated it into your makeup design. Judges will also be looking for consistency between the look you present on the day and the concept in your mood board.

## Punctuality

Arriving on time is imperative. If you arrive late after the competition has started, you will not be granted additional time to complete your look. Be sure to allow ample time for parking, badge registration, and model check-in. The competition floor opens 30 minutes before each category begins. During this time, artists are permitted to set up their kits and finalize any last-minute preparations.

## Hairstyling

Hair styling must be completed before the competition begins. If your model will be wearing contact lenses, you may apply them prior to the competition if preferred.

## Styling/Clothing

Judging will commence immediately once the allotted time is up. Models will not be allowed to leave the competition area to change outfits. We understand that certain elaborate costumes in the creative category may need to be applied after makeup is completed, but this must be done on the competition floor within the allotted time. Models in all other categories must be dressed before the competition starts. Adding hair accessories, jewellery, and other finishing touches during the competition time is acceptable. If you're unsure about anything, please feel free to ask.

## What Judges Are Looking For

When judging your makeup look, the focus will be on the details. Judges will evaluate blending, product placement, and whether your lines are clean and precise. Have you chosen colours that complement each other and suit your model's skin tone? We'll also be reviewing the accuracy of lash application, and whether the lips and eye makeup are symmetrical. We strongly recommend practicing your look before the competition. This will help with time management and allow you to identify any areas that may need refinement.

## Timing

If you find yourself running out of time during the competition, prioritize the most important elements of your look. For example, if your lips and lashes still need to be applied, but the lips are a focal point of your design, focus on them first rather than using up time on the lashes. Make the most of your time!