

BEAUTY*expo*
AUSTRALIA

Face²
MAKE UP
AWARDS Face

26-27AUGUST 2023 | ICC SYDNEY

beautyexpoaustralia.com.au

Face2Face

MAKE UP AWARDS

ABOUT FACE2FACE MAKEUP AWARDS

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 start 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 the New Creative Director of 2023 Face2Face awards. A true creator & innovator of her art, Isabelle De Vries has become a household name in the industry.



ISABELLE

Face2Face Makeup Awards
Creative Director

Face2Face Makeup Awards 2023 CATEGORIES

BEAUTY EDITORIAL

Beauty Campaign

Photographic submission

Imagine you have been chosen as the Creative Director of your favourite cosmetic brands next beauty campaign! Design two beauty images you feel best portray your chosen cosmetic brand. Whether it be clean beauty or something more colourful, demonstrate your style and skills in your very own beauty campaign.

BRIDAL

Your Signature Look (LIVE)

Saturday 26 August | 10:00am - 11:00am

We want to know what makes you stand apart. What is your most asked for/signature bridal look? Create a look that best represents you as a bridal artist in 2023. This is your chance to exhibit your skills and techniques as a bridal artist and do what you do best!

FASHION EDITORIAL

Fashion Week! (LIVE)

Saturday 26 August | 2:00pm - 3:00pm

Its New York fashion week and you are the Key artist for your favourite designer's next runway show. It's time to design and create a look for the runway. Think about your designer and what colours and trends you think you will see at this year's New York Fashion week.

CREATIVE MAKEUP

Inspired by Nature (LIVE)

Sunday 27 August | 8:00am - 11:30am

What better place to find inspiration than this beautiful earth we live on. Maybe it's the ocean, your favourite flower or the colours of an exotic butterfly that inspire you. Design a look (form the shoulders up) Let your imagination and creativity go wild as you explore the colours and textures of the world around us!

STUDENT CATEGORY

Beauty (LIVE)

Sunday 27 August | 9:30am - 10:30am

You might only be new to the industry or even still training, but that doesn't mean you can't be an amazing artist, right? Its time to show the industry what you are capable of and what better way to launch your new career then to showcase your work alongside artists from across the country. Design a beauty look that best displays your skills as a new artist and embodies your personal style.

HOW TO ENTER

ENTRY PRICE PER CATEGORY:
STANDARD: \$60
PRICE INCLUDES AN EXPO PASS

PLEASE ENTER ONLINE BY 5PM TUESDAY 22ND AUGUST 2023 FOR ALL CATEGORIES.

For Beauty Editorial Photographic Registrations, please enter online by 5pm Monday 14th August 2023

TO ENTER PLEASE CLICK HERE

CREATIVE ENQUIRIES

Isabelle De Vries
Creative Director
isabelle_de_vries@outlook.com

ADMINISTRATIVE ENQUIRIES

Georgia Burridge
Event Production Executive georgia.burridge@rxglobal.com

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.



HOW TO ENTER

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Creative Director
isabelle_de_vries@outlook.com

ADMINISTRATIVE ENQUIRIES

Georgia Burrige
Event Production Executive georgia.
burrige@rxglobal.com

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:
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CREATIVE ENQUIRIES

Isabelle De Vries
Creative Director
isabelle_de_vries@outlook.com

ADMINISTRATIVE ENQUIRIES

Georgia Burridge
Event Production Executive georgia.
burridge@rxglobal.com

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 - Your Signature Look
- Fashion Editorial - Fashion Week
- Student Category - Beauty
- Creative Make-up - Inspired by Nature

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 26th and/or Sunday 27th August 2023 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.

*Model Name

Signature

Date

*Makeup Artist / Competitor Name

Signature

Date

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.

Name

Parent or Guardian Name

Signature

Date

HOW TO ENTER

ENTRY PRICE PER CATEGORY:
STANDARD: \$60
PRICE INCLUDES AN EXPO PASS

PLEASE ENTER ONLINE BY 5PM TUESDAY 22ND AUGUST 2023 FOR ALL CATEGORIES.

For Beauty Editorial Photographic Registrations, please enter online by 5pm
Monday 14th August 2023

TO ENTER PLEASE CLICK HERE

CREATIVE ENQUIRIES

Isabelle De Vries
Creative Director
isabelle_de_vries@outlook.com

ADMINISTRATIVE ENQUIRIES

Georgia Burridge
Event Production Executive georgia.
burridge@rxglobal.com

MAKE UP
AWARDS

BEAUTYEXPO AUSTRALIA
Face2Face

General Terms and Conditions 2023

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.

Judging time will take 15 - 20minutes after each category is completed.
- 4 Creative Makeup entrants: see brief on page 11. Entrants will be given 3.5 hours to design makeup. Models may be dressed to suit design. Hairstyling can be completed before the competition.
- 5 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.
- 6 Important Note: Competitors work within a restricted space, large bridal dresses with long trains and veils are not permitted within the competition area.

Hair and styling should complement the overall look for your entry and can be completed before the competition.
- 7 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 models look.

For live categories, please
- 8 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.
- 9 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.
- 10 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.
- 11 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.
- 12 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.
- 13 All competitors must display strict hygiene standards in the application of makeup or points will be deducted.
- 14 Time limits must be followed and strictly adhered to. Please refer to individual category rules and regulations for more information.
- 15 **The closing date for registering is: All categories - 5pm Tuesday 22nd August 2023. Beauty Editorial Photographic Registration - 5pm Monday 14th August 2023. You must then submit your images by Friday 18th August. For further details please see Page 7.**
- 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. Please feel free to include your social media handles on your mood board however.
- 18 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.)
- 19 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.
- 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.
- 22 These Awards are open to makeup artists anywhere in the world, at any stage in their career.
- 23 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 2024.
- 24 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.

Face2Face

MAKE UP AWARDS

BEAUTY EDITORIAL - Beauty Campaign - Photographic Submission

CATEGORY DEFINITION

Imagine you have been chosen as the Creative Director of your favourite cosmetic brands next beauty campaign! Design two beauty images you feel best to portray your chosen cosmetic brand. Whether it be clean beauty or something more colourful, demonstrate your style and skills in your very own beauty campaign.

RULES AND REGULATIONS

- 1 Entry is subject to the discretion of Beauty Expo Australia.
 - 2 Photography must be produced in the awards period - August 2022 - August 2023. This photography must not have been published anywhere prior to judging, including: in print, online or social media outlets.
 - 3 Judging will occur during Beauty Expo, 26 - 27th August 2023. Winners announced Saturday 26th August 2023 at 3:30pm.
 - 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 Deadline: Monday 14th August. You must then submit your images by Friday 18th August**
 - 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. Cleaning 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.
- 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
- 6 **Please upload your image Submissions via the link below. Please include your name on the digital files for easy identification, e.g. 1-jane-smith.jpg, 2-jane-smith.jpg.**

Link - <https://www.judgify.me/BEAF2F>
 - 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.

BRIDAL Your Signature Look

CATEGORY DEFINITION

We want to know what makes you stand apart. What is your most asked for/signature bridal look? Create a look that best represents you as a bridal artist in 2023. This is your chance to exhibit your skills and techniques as a bridal artist and do what you do best!

Saturday 26 August | 10:00am - 11:00am

RULES AND REGULATIONS

- 1 Entry is subject to the discretion of Beauty Expo Australia.
- 2 **Time: Saturday 26 August 10:00am - 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 and the winners will be announced Saturday 26th August 2023 at 11:30am on Main Stage on the Beauty Expo show floor.
- 7 Airbrushing is permitted in all categories. You must advise competition Creative Director, Isabella 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.
- 15 Time limits must be followed and strictly adhered to.
- 16 **The closing date for registering to enter is 5pm Tuesday 22nd August 2023**
- 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.
- 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.

Fashion Editorial - Fashion Week

CATEGORY DEFINITION

It's New York fashion week and you are the Key artist for your favourite designer's next runway show. It's time to design and create a look for the runway. Think about your designer and what colours and trends you think you will see at this year's New York Fashion Week.

Saturday 26 August | 2:00pm - 3:00pm

RULES AND REGULATIONS

- 1 Entry is subject to the discretion of Beauty Expo Australia.
- 2 **Time: Saturday 26 August 2:00pm - 3:00pm**
- 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 26th August at 3:30pm on Main Stage on the Beauty Expo show floor.
- 7 Airbrushing is permitted in all categories. You must advise competition Creative Director, Isabella 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.
- 15 Time limits must be followed and strictly adhered to.
- 16 **The closing date for registering to enter is 5pm Tuesday 22nd August 2023**
- 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.
- 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.

Creative Makeup - Inspired by Nature

CATEGORY DEFINITION

What better place to find inspiration than this beautiful earth we live on. Maybe it's the ocean, your favourite flower, or the colours of an exotic butterfly that inspire you. Design a look (from the shoulders up) Let your imagination and creativity go wild as you explore the colours and textures of the world around you.

Sunday 27 August | 8:00am - 11:30am

RULES AND REGULATIONS

- 1 Entry is subject to the discretion of Beauty Expo Australia.
- 2 **Time: Sunday 27 August 8:00am - 11:30am**
- 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 the Beauty Expo show floor at 12:00pm on Sunday 27th August 2023.
- 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 SPF 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 3.5 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 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 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.) All competitors must display strict hygiene standards in the application of makeup or points will be deducted.
- 15 Time limits must be followed and strictly adhered to.
- 16 **The closing date for registering to enter is 5pm Tuesday 22nd August 2023**
- 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.

Student - Beauty

CATEGORY DEFINITION

You might only be new to the industry or even still training, but that doesn't mean you can't be an amazing artist, right? Its time to show the industry what you are capable of and what better way to launch your new career then to showcase your work alongside artists from across the country. Design a beauty look that best displays your skills as a new artist and embodies your personal style.

Sunday 27 August | 9:30am - 10:30am

RULES AND REGULATIONS

- 1 Entry is subject to the discretion of Beauty Expo Australia.
- 2 **Time: Sunday 27 August 9:30am - 10:30am**
- 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 at 12:00pm on Sunday 27th August 2023 on Main Stage on the Beauty Expo show floor.
- 7 Airbrushing is permitted in all categories. You must advise competition Creative Director, Isabella 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.
- 15 Time limits must be followed and strictly adhered to.
- 16 **The closing date for registering to enter is 5pm Tuesday 22nd August 2023**
- 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.
- 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.