



Makeup Artist: Krista Jade, Photographer: Veronika Marnot.

BEAUTY*expo* AUSTRALIA

FACE2FACE

MAKEUP AWARDS

3 - 4 OCTOBER 2020 · ICC SYDNEY

beautyexpoaustralia.com.au

ABOUT THE FACE2FACE MAKEUP AWARDS

An annual highlight of the Australian makeup industry, the Face2Face Makeup Awards reward extraordinary makeup artists for their craft, creativity, courage and passion. It is the must-enter competition for any makeup artist serious about their career. Created to be embraced by artists as a supportive and inclusive space to put their skills under the pressure of a competition, the Awards provide a platform to grow as an artist at any level.

NYC based editorial artist and 2014 ABIA Makeup Artist of the Year, Becca Gilmartin, is our Awards Creative Director. As one of Australia's favourite makeup artists, beauty writers and educators, Becca has worked with talents such as Grace Jones, Ava Max, Kim Petras, Kimbra, Antonia Kidman and Dannii Minogue, to name a few. Returning to Australia to once again host the 2020 Face2Face Awards, Becca says "2020 so far has been an extraordinary experience which has impacted us all. One thing I love the most about these Awards, is that it's a creative outlet with purpose - an event facilitating the opportunity to evolve your skill in Makeup Artistry amongst other artists. The themes for this year, I hope, make room for different visions to be explored and to go down many rabbit holes in creativity. Spending time with the things that bring us personal joy feels so much more necessary now."

Judged by a top-tier industry judging panel, the Awards are a launch pad to propel your makeup career to the next level.



BECCA GILMARTIN

Face2Face Makeup Awards
Creative Director

"The Awards are a platform for every kind of makeup artist to further explore their craft, push their own personal limits and display their creativity in a national competition environment not seen anywhere else in Australia."

Face2Face Makeup Awards 2020 CATEGORIES

FASHION EDITORIAL

Beauty Editorial LIVE

Saturday 3rd October | 11:00am - 12:00pm

Your favourite fashion designer is excited to be launching their first range of jewellery. They have booked you to be the Makeup Artist on an upcoming Beauty Editorial that will be the first to feature the new jewellery range. In this live category, design a Beauty Editorial makeup fit for the pages of your favourite fashion magazine that will complement this Fashion Label's new jewellery range.

BRIDAL

My Modern Bride

Saturday 3rd October | 3:00pm - 4:00pm

Let's celebrate true diversity and love in Australia! Create your own version of a 'Modern Bride' celebrating unions from every background, ethnicity, age bracket and/or any place on the gender spectrum. Love is Love, so let's continue the celebration of inclusivity for marriage in our country as well as the multicultural landscape we live in.

BACK BY
POPULAR
DEMAND!

BODY ART

2020 GRATITUDE

Sunday 4th October | 8:30am - 2:30pm

2020 has already been quite the year! Design a body paint that illustrates your gratitude for all that personally brought you joy during periods of quarantine in 2020. Let's focus on the positive aspects you found during isolation and paint your gratitude for the positivity and sources of joy that you found during this extraordinary time.

CREATIVE MAKEUP

Portrait of My Creative Dreams

Sunday 4th October | 10:30am - 2:30pm

You have been invited to be part of a creative portrait series that explores where your creative daydreams went during the isolation period of 2020. Design a Creative Makeup (from the shoulders up) that illustrates your creative makeup dreams during the makeup industry's 2020 pause.

BEAUTY EDITORIAL - PHOTOGRAPHIC CATEGORY

Love Letter to My Makeup Artist Heart

Celebrate what you love the most about being a Makeup Artist. Design two Beauty Images using colours, textures and techniques that bring you the most inner joy... like a visual love letter to your own makeup artist heart that reminds you of the passion you hold for your craft.

BEAUTYEXPO AUSTRALIA
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MAKEUP
AWARDS

HOW TO ENTER

ENTRY PRICE PER CATEGORY:

\$50 EARLY BIRD*

\$60 FULL PRICE

OR IF YOU ENTER TWO OR MORE CATEGORIES YOU ALSO
QUALIFY FOR FREE EXPO ENTRY!

PLEASE ENTER ONLINE BY 5PM, MONDAY 21ST SEPTEMBER 2020

HEAD TO BEAUTYEXPOAUSTRALIA.COM.AU AND CLICK 'BUY TICKETS' TO REGISTER

**Early Bird ends 4th September 2020*

CREATIVE ENQUIRIES

Becca Gilmartin
Creative Director
beccagilmartin@gmail.com

ADMINISTRATIVE ENQUIRIES

Cassandra Kibble
Content Coordinator
02 9422 2504
Cassandra.Kibble@reedexpo.com.au

Beauty Editorial Mandatory Form 1

MAKEUP ARTIST DECLARATION

I declare that I have personally completed the makeup where stated on the models in my photographic collection that is submitted as part of my entry. I 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. I acknowledge my photographer is aware of this consent.

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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MAKEUP AWARDS

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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	

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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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 – My Modern Bride
- Fashion Editorial – Beauty Editorial LIVE
- Body Art – 2020 GRATITUDE
- Creative Makeup – Portrait of My Creative Dreams

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 3rd and/or Sunday 4th October 2020 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

BEAUTYEXPO AUSTRALIA
FACE2FACE
MAKEUP AWARDS

HOW TO ENTER

ENTRY PRICE PER CATEGORY:

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OR IF YOU ENTER TWO OR MORE CATEGORIES YOU ALSO QUALIFY FOR FREE EXPO ENTRY!

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ADMINISTRATIVE ENQUIRIES

Cassandra Kibble
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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, wastebaskets and a cape to cover model's clothing. All other equipment is to be supplied by the entrant.
- 4 Judging time will take 15 - 20 minutes after each category is completed.
- 5 Judging criteria is available at www.beautyexpoaustralia.com.au
- 6 Body Art entrants: see brief on page 11. Entrants will be given 6 hours to apply makeup. This is a no nudity category. Models MUST wear a minimum of a G-string and nipple covers. Costumes encouraged. Hairstyling can be completed before the competition.
- 7 Creative Makeup entrants: see brief on page 10. Entrants will be given 4 hours to design makeup. Models may be dressed to suit design. Hairstyling can be completed before the competition.
- 8 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.

Important Note: Competitors work within a restricted space, large bridal dresses with long trains and or veils are not permitted within the competition area.
- 9 Fashion Editorial entrants: see brief on page 8. Entrants will be given one hour to design makeup. Models may be dressed to suit design. Hairstyling can be completed before the competition.
- 10 Hair and styling should complement the overall look for your entry and can be completed before the competition.

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. 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.
- 12 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.
- 13 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.
- 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. Contact lenses are permitted to be applied before competition where applicable.
- 15 All competitors must display strict hygiene standards in the application of makeup or points will be deducted.
- 16 Time limits must be followed and strictly adhered to. Please refer to individual category rules and regulations for more information.
- 17 **The closing date for registering to enter is 5pm Monday 21st September 2020. Places are limited.**
- 18 To assist fellow competitors, noise and conversation level is to be kept to a minimum during competition time.
- 19 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.
- 20 No smoking, drinking or eating will be permitted in the competition or preparation area. (Exceptions made for the Body Art / Creative Makeup categories where snacks and drinks allowed for models wellbeing.)
- 21 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.
- 22 Each entrant is responsible for cleaning their work station afterwards and leaving the area how they found it.
- 23 Failure to follow competition rules and guidelines will result in disqualification.
- 24 These Awards are open to makeup artists anywhere in the world, at any stage in their career.
- 25 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 2021.
- 26 For all live category entrants: we advise that you bring your own compact lighting. Power will be available.

Beauty Editorial Photographic Category - Love Letter to My Makeup Artist Heart

CATEGORY DEFINITION

Celebrate what you love the most about being a Makeup Artist. Design two Beauty Images using colours, textures and techniques that bring you the most inner joy... like a visual love letter to your own makeup artist heart that reminds you of the passion you hold for your craft.

We know 2020 has been a year like no other, so this year, the photographic category will allow for:

- Makeup artists to be their own model
- Makeup artists to be their own photographer
- Makeup artists to complete the photo shoot outside of a studio (i.e. at home)

Judging will take all of the above into consideration.

RULES AND REGULATIONS

- 1 Entry is subject to the discretion of Beauty Expo Australia.
 - 2 Photography must be produced in the awards period – August 2019 to October 2020. This photography must not have been published anywhere prior to judging, including: in print, online or any social media outlets.
 - 3 Judging will occur during Beauty Expo, 3rd + 4th October 2020. Winners will be announced at the Makeup & Grooming Stage, Sunday 4th October 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: You must register your entry online by 5pm Monday 21st September, 2020. PLUS the submission deadline for the printed and mounted photography collections is 5pm Wednesday 23rd September 2020.**
 - 9 The deadline for entry, payment and submissions is final. Entries will not be accepted after the stated date and disqualification will apply.
 - 10 Judging criteria is available at www.beautyexpoaustralia.com.au.
 - 11 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.
 - 12 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.
 - 13 It is your responsibility to package your submission properly so that it is not damaged in the courier or postage system. Beauty Expo Australia accepts no responsibility for submissions which may become lost in the mail and will not be liable for any loss or damage to your entry.
 - 14 If you would like your photographic collection returned, YOU MUST include a pre-addressed, pre-paid Australia Post satchel with your entry. If this is not included, your entry will be commercially and responsibly destroyed.
 - 15 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.
 - 16 Failure to follow competition rules and guidelines will result in disqualification.
 - 17 Any entrant who is disqualified will be notified.
 - 6 For your convenience, our external partner, Kwik Kopy are offering our competitors a service to ensure photos are printed and mounted to the competition required specifications and to also make it a little easier for you! Please contact: mail@kwikkopychatswood.com.au or call 02 9419 0700 if you wish to use this service.
 - 7 Full photography credits are to be provided on a label on the back of the mount board i.e. makeup artist, hairstylist, stylist, photographer, etc.
 - 8 In addition to posting your 2 images, entrants must send high resolution digital JPEG copies of their photographic images to: cassandra.kibble@reedexpo.com.au. Please include your name on the digital files for easy identification, e.g. 1-jane-smith.jpg, 2-jane-smith.jpg. If your files are too large, we recommend using a file transfer system, such as 'WeTransfer' or 'Dropbox'.
 - 9 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.
 - 10 **Please send your forms and photographic collection to the address below. These must be received by 5pm Wednesday 23rd September 2020.**
- ### Beauty Editorial Category Printed 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 portrait format, A4 in size and mounted on mount cardboard with no border. No foam core, no wood and no core flute is to be used. Mount cardboard produces the best finish and least damage in transit. Please use mount cardboard no thicker than 3mm.

POSTAL ADDRESS

Beauty Expo Australia
Face2Face Makeup Awards 2020
Locked Bag 7777, Chatswood DC,
NSW 2067, Australia.

COURIER ADDRESS

Beauty Expo Australia
Face2Face Makeup Awards 2020
Tower 2, Level 1, 475 Victoria Ave, Chatswood,
NSW 2067, Australia.

CATEGORY DEFINITION

Your favourite fashion designer is excited to be launching their first range of jewellery. They have booked you to be the Makeup Artist on an upcoming Beauty Editorial that will be the first to feature the new jewellery range. In this live category, design a Beauty Editorial makeup fit for the pages of your favourite fashion magazine that will complement this Fashion Label's new jewellery range.

The winner of this category will be the person who demonstrates excellence in creativity, makeup application skill and professionalism. The award is open to makeup artists from anywhere in the world at any stage in their career.

RULES AND REGULATIONS

- 1 Entry is subject to the discretion of Beauty Expo Australia.
- 2 **Time: Saturday 3rd October 2020 at 11:00am - 12:00pm (1 hour competition time).**
- 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 competition area will be set up on the exhibition floor, complete with tables, stools, wastebaskets and a cape to cover model's clothing. 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 3rd October 2020 at 12.30pm on the Makeup & Grooming Stage.
- 7 Judging criteria is available at www.beautyexpoaustralia.com.au
- 8 Airbrushing is permitted in all categories. You must advise competition Creative Director, Becca Gilmartin 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.
- 9 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.
- 10 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.
- 11 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.
- 12 Please include on your mood board a very brief description of the 'look' you are creating and a short piece 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 Please note that this is an 'INSPIRED' look, not a replication. Be original with your design. Do not copy a "look" or "design" already created for this label. You will be judged on your application technique, originality and how well you have interpreted current trends.
- 14 No assistance can be given to an entrant during the period of competition for preparation of 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. (Moisturiser is acceptable however all skin prep to be completed during competition time.)
- 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.
- 18 **The closing date for registering to enter is 5pm Monday 21st September 2020.**
- 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.
- 21 No smoking, drinking or eating will be permitted in the competition or preparation area.
- 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 working station afterwards and leaving the area how they found it.
- 24 Failure to follow competition rules and guidelines will result in disqualification.

CATEGORY DEFINITION

Let's celebrate true diversity and love in Australia! Create your own version of a 'Modern Bride' celebrating unions from every background, ethnicity, age bracket and/or any place on the gender spectrum. Love is Love, so let's continue the celebration of inclusivity for marriage in our country as well as the multicultural landscape we live in.

This category is designed for those Makeup Artists wishing to create a "MODERN BRIDE" makeup. The winner of this category will be the person who demonstrates excellence in creativity, makeup application skill and professionalism. The award is open to makeup artists from anywhere in the world at any stage in their career.

RULES AND REGULATIONS

- 1 Entry is subject to the discretion of Beauty Expo Australia.
- 2 **Time: Saturday 3rd October 2020 at 3:00pm - 4:00pm (1 hour competition time).**
- 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 competition area will be set up on the exhibition floor, complete with tables, stools, wastebaskets and a cape to cover model's clothing. 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 3rd October 2020 at 4:30pm on the Makeup & Grooming Stage.
- 7 Judging criteria is available at www.beautyexpoaustralia.com.au
- 8 Airbrushing is permitted in all categories. You must advise competition Creative Director, Becca Gilmartin 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.
- 9 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 bridal dresses with long trains and/or veils are not permitted within the competition area. Hairstyling can be completed before the 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 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.)
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- 16 Time limits must be followed and strictly adhered to.
- 17 **The closing date for registering to enter is 5pm Monday 21st September 2020.**
- 18 To assist fellow competitors, noise and conversation level is to be kept to a minimum during competition time.
- 19 Advertising and promotion of businesses, salons or products is not permitted during the competition.
- 20 No smoking, drinking or eating will be permitted in the competition or preparation area.
- 21 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.
- 22 Each entrant is responsible for cleaning their work station afterwards and leaving the area how they found it.
- 23 Failure to follow competition rules and guidelines will result in disqualification.

Creative Makeup - Portrait of My Creative Dreams

CATEGORY DEFINITION

You have been invited to be part of a creative portrait series that explores where your creative daydreams went during the isolation period of 2020. Design a Creative Makeup (from the shoulders up) that illustrates your creative makeup dreams during the makeup industry's 2020 pause.

The winner of this category will be the person who demonstrates excellence in creativity, makeup application skill and professionalism. The award is open to makeup artists from anywhere in the world at any stage in their career.

RULES AND REGULATIONS

- 1 Entry is subject to the discretion of Beauty Expo Australia.
- 2 **Time: Sunday 4th October 2020 at 10:30am – 2:30pm (4 hours competition time).**
- 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 competition area will be set up on the exhibition floor, complete with tables, stools, wastebaskets and a cape to cover model's clothing. 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 the Makeup & Grooming Stage, Sunday 4th October 2020 at 3.30pm.
- 7 Judging criteria is available at www.beautyexpoaustralia.com.au
- 8 Airbrushing is permitted in all categories. You must advise the creative director, Becca Gilmartin 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.
- 9 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, Becca Gilmartin if you have further questions.
- 10 Creative Makeup entrants will be given 4 hours to apply makeup. Models may be dressed to suit design. Hair can be completed before competition.
- 11 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.
- 12 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.
- 13 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 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. (Moisturiser is acceptable however all skin prep to be completed during competition time.)
- 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.
- 18 **The closing date for registering to enter is 5pm Monday 21st September 2020.**
- 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.
- 21 No smoking, drinking or eating will be permitted in the competition or preparation area. Snacks acceptable for model wellbeing due to long category time.
- 22 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.
- 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.

Body Art - 2020 GRATITUDE

CATEGORY DEFINITION

2020 has already been quite the year! Design a body paint that illustrates your gratitude for all that personally brought you joy during periods of quarantine in 2020. Let's focus on the positive aspects you found during isolation and paint your gratitude for the positivity and sources of joy that you found during this extraordinary time.

The inspiration is up to you and this non nudity body paint will be judged for overall concept, technique and creativity. Brush, sponge and air brush techniques can be used. Let your creativity go wild.

RULES AND REGULATIONS

- 1 Entry is subject to the discretion of Beauty Expo Australia.
- 2 **Time: Sunday 4th October 2020 at 8:30am – 2:30pm (6 hours competition time).**
- 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 set up on the exhibition floor, complete with tables, stools, wastebaskets and a cape to cover model's clothing where applicable. All other equipment is to be supplied by the entrant.
- 5 The competition area will be open to entrants for set up half an hour before competition start time.
- 6 You are required to supply a drop sheet if you are creating with any products that may spill onto the floor.
- 7 The area behind the Makeup & Grooming stage can be used for general makeup removal.
- 8 Judging time will take 15 - 20 minutes after the category is completed. Winners will be announced at the Makeup & Grooming Stage, Sunday 4th October 2020 at 3.30pm.
- 9 Judging criteria is available at www.beautyexpoaustralia.com.au
- 10 Airbrushing and prosthetics are permitted. You must advise the competition Creative Director, Becca Gilmartin 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.
- 11 Entrants will be given 6 hours to apply makeup. Models may be dressed to suit design. No nudity is allowed in this category. Models must wear a minimum of a g-string and nipple covers. Hair can be completed before the competition.
- 12 Hair and styling/costumes 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 application 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.
- 13 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.
- 14 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.
- 15 No assistance can be given to an entrant during the period of competition for preparation of model. Competitors must apply all makeup themselves entirely.
- 16 Your makeup application is not limited to the face but must be completed within the 6 hour timeframe.
- 17 You will be judged on your application quality and no application method has more advantage than another.
- 18 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 allowed to be applied prior to competition. (Moisturiser is acceptable however all skin prep to be completed during competition time.)
- 19 All competitors must display strict hygiene standards in the application of makeup or points will be deducted.
- 20 Time limits must be followed and strictly adhered to.
- 21 **The closing date for registering to enter is 5pm Monday 21st September 2020.**
- 22 To assist fellow competitors, noise and conversation level is to be kept to a minimum during competition time.
- 23 Advertising and promotion of businesses, salons or products is not permitted during the competition.
- 24 No smoking, drinking or eating will be permitted in the competition or preparation area. Snacks acceptable for model wellbeing due to long category time.
- 25 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.
- 26 Each entrant is responsible for cleaning their work station afterwards and leaving the area how they found it.
- 27 Failure to follow competition rules and guidelines will result in disqualification.