



# PHOTO RULES

You send the photos via [www.wetransfer.nl](http://www.wetransfer.nl) to [wedstrijd@brandlashes.nl](mailto:wedstrijd@brandlashes.nl).

Write in the message your name, category and level.

If you are participating in several categories, send each separately.

**By entering you are agreeing that for all photos sent to us for the competition you are giving a non-exclusive user licence for the organiser, to be used by the organiser in whatever fashion deemed appropriate by the organiser without compensation to the competitors.**

**All photos sent will automatically allow us to use for any advertising, magazine publication, app publication or social media use without any prior consent from the entrant.**

1. All photos must be your own original work. Only high quality HD (High Definition) pictures will be accepted, 2000px x 2000px minimum. (If you set your phone camera on HD or your camera this will be high enough). You can take pictures with your phone, but you can't use a photo lens to avoid blurring the image. Blurry, illegible, poor quality photos will not be judged or penalty points will be awarded.
2. No retouching of eyelashes, watermarks, company logo, backgrounds, excessive filtering or similar altering will be disqualified. In order for the judges to assess the work objectively, it is forbidden to take photos against the background of diplomas, certificates, cups, names of salons, etc.
3. Previous entries to other contests are permitted, only when the photos have not been previously published on social media and have not won in other competitions.
4. Your photos cannot be shared online until after the competition winners have been announced

## **CLASSIC LASHES/VOLUME LASHES 2-3D/ 4-6D/ MEGA VOLUME LASHES / L&M CURL/ KIM KARDASHIAN EFFECT /COLOR LASHES/ PRE-MADE**

**Please send maximum of 8 photos.**

**If I send more than 8 photos, only the first 8 photos will be judged and the rest will not be judged.**

**Please upload a word document or notepad document describing your work.**

**Thickness, curl, length of lashes used, no brand name.**

- X1 Before with eyes closed from behind of the model head and eye patches applied to see a condition of natural lashes
- X1 Before with eyes open from the front to see the shape and the whole face  
(The model can lie down, sit or stand).
- X1 After with eyes closed from behind of the model head without eye patches
- X1 After with eyes open looking straight photo of the whole face to see the symmetry of eyelashes and shape  
choose to the model face
- X1 After of each eye with model looking up
- X2 (Optional) Additional photos to show your work at it's best. Here you can use props, makeup or decorations



# PHOTO RULES

## FANTASY LASH ART

**Team work is allowed but lashes must be done entirely by the lash artist.**

**Credits should be listed to MUA, Hair Stylist etc...**

You are expected to use decoration on the eyelashes, face and clothing. Use as many hand made decoration / accessories as you can. List everything you made yourself and take some photos/video showing the process of making a section of these accessories.

**STRIP LASHES ARE PROHIBITED – you create the application self!**

Judges will be looking at the :

Overall look

- Your creativity of your application (colour, lash decoration, bottom lashes etc). Connection of Lash work to other decorations on the face / hair.
- Model's face and body makeup / body painting, costume, accessories, smooth transition from eyelash decoration to face/headpiece/ hair etc.
- Please send max. of 10 pictures per one entry allowed in high resolution (HD) 2000px x 2000px minimum, you can send also video.

X1 Before picture of clients lashes

X1 Full body before picture

X1 Picture with clear image showing lash decoration

X2 The whole model with a costume or body painting, show from 2 different angles.

X5 (optional) Extra photos allowed to show off your work.

- Fantasy/ lash art pictures can be slightly retouched (skin smoothing). But strictly no retouching of the eyelashes. Any retouching of the eyelashes will result in disqualification.
- Pictures with watermark, company logo, backgrounds or any identifying mark are not allowed.

## LASH LIFT

**Please send maximum of 8 photos.**

**If I send more than 8 photos, only the first 8 photos will be judged and the rest will not be judged.**

**Please upload a word document or notepad document describing your work.**

**Thickness, curl, length of lashes used, no brand name.**

X1 Before with eyes closed from behind of the model head and eye patches applied to see a condition of natural lashes

X1 Before with eyes open from the front while model seat to see the shape and the whole face

X1 After with eyes closed from behind of the model head without eye patches

X1 After with eyes open looking straight photo.

X1 After of each eye with model looking up

X1 After from the side to see the curl / lift for lash lift

X2 (optional) Additional photos to show your work at it's best. Here you can use props, makeup or decorations.



# PHOTO RULES

## BROW LAMINATION / HENNA BROWS

Please send maximum of 8 photos.

**If I send more than 8 photos, only the first 8 photos will be judged and the rest will not be judged.**

**Please upload a word document or notepad document describing your work.**

**Thickness, curl, length of lashes used, no brand name.**

- X1 Before full face straight on
- X1 Before close up of each brow (make-up free)
- X1 After full face straight on
- X1 After close up of each brow
- X1 You can create a before and after collage as one photo
- X1 (optional) Additional photo to show your work at it's best. Here you can use props, makeup or decorations

## PMU BROWS (DEVICE ONLY)

Please send maximum of 9 photos.

**If I send more than 8 photos, only the first 9 photos will be judged and the rest will not be judged.**

**Please upload a word document or notepad document describing your work.**

**Thickness, curl, length of lashes used, no brand name.**

- X1 Before straight full face eyes open
- X1 Before straight ahead full face eyes closed
- X2 Before eyebrows from the side, left and right eyebrows, eyes open
- X1 After photo straight ahead full face eyes open
- X1 After photo straight ahead full face eyes closed
- X2 After photos - eyebrows from the side, left and right eyebrows, eyes open
- X1 After selected photo with an eyebrow zoom (detail) - any position of the model, the photo can be lying down, sitting, standing. It is important that it shows the detail of the work.

## PMU EYELINER

Please send maximum of 9 photos.

**If I send more than 8 photos, only the first 9 photos will be judged and the rest will not be judged.**

**Please upload a word document or notepad document describing your work.**

**Thickness, curl, length of lashes used, no brand name.**

- X1 Before straight ahead full face eyes open
- X1 Before close-up photo of eyes closed straight ahead
- X1 After photo straight ahead full face eyes open
- X1 After close-up photo of eyes closed straight ahead
- X2 After photos - left and right eye, eyes open
- X2 After pictures - left and right eye, eyes closed
- X1 Photo of your choice with an eyelid zoom (detail) - any position of the model, the photo can be lying down, sitting, standing. It is important that it shows the detail of the work.



# PHOTO RULES

## PMU LIPS

Please send maximum of 9 photos.

If I send more than 8 photos, only the first 9 photos will be judged and the rest will not be judged.

Please upload a word document or notepad document describing your work.

Thickness, curl, length of lashes used, no brand name.

- X1 Before picture straight face full face eyes open
- X1 Before close-up photo of the lips
- X2 Before photos - corners of the mouth left and right
- X1 After photo straight full face eyes open
- X1 After close-up photo directly on the mouth
- X2 After photos - corners of the mouth left and right
- X1 Photo of your choice with a close-up of the mouth (detail) - any position of the model, the photo can be lying down, sitting, standing. It is important that it shows the detail of the work.

## PMU HAIRSTROKES BROWS (DEVICE ONLY)

Please send maximum of 9 photos.

If I send more than 8 photos, only the first 9 photos will be judged and the rest will not be judged.

Please upload a word document or notepad document describing your work.

Thickness, curl, length of lashes used, no brand name.

- X1 Before straight full face eyes open
- X1 Before straight ahead full face eyes closed
- X2 Before eyebrows from the side, left and right eyebrows, eyes open
- X1 After photo straight ahead full face eyes open
- X1 After photo straight ahead full face eyes closed
- X2 After photos - eyebrows from the side, left and right eyebrows, eyes open
- X1 After selected photo with an eyebrow zoom (detail) - any position of the model, the photo can be lying down, sitting, standing. It is important that it shows the detail of the work.