

Online World Championship
«WBC»
WORLD BEAUTY CHAMPIONSHIP



REGULATIONS
for eyebrow shaping specialists



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1. INSTRUCTIONS FOR PARTICIPATION IN THE CHAMPIONSHIP

- Read the championship information on our website.
- Choose a category according to your professional experience.
- Select the nomination in which you would like to participate.
- Visit wbc-beauty-champ.com and complete the participation application form.
- You can pay the participation fee directly on the website using your preferred payment method.
- After payment, you will receive an email containing your participant number, your work number, and the login details for your personal account.
- The login credentials for your personal account will also be sent to your email address.
- Your participant number and personal account access details will be sent from the following email address: info@wbc-beauty-champ.com

Please also check your Spam folder.

- Next, complete your competition entry. The required photo and video angles are specified in the description of each nomination in the regulations.
- To submit your entry, log in to your personal account and upload all required photos, videos, and the checklist (if required by the conditions of your nomination).

Competition entries will be accepted until February 4, 2027.

- Please await the championship results. The results will be announced on February 28, 2027.
- Celebrate your victory!

2. REGULATIONS OF THE ONLINE CHAMPIONSHIP

1. Application submission deadline: February 4, 2027.
2. Competition entry submission deadline: February 4, 2027.
3. Judging period: February 11–18, 2027.
4. Final event and announcement of results: February 28, 2027.
5. Applications must be submitted via the website: <https://wbc-beauty-champ.com>
6. The participation fee is also paid through the website after submitting the application.
7. After payment, each participant is assigned a participant number, as well as a number for each competition entry submitted in the selected nominations.



8. After payment, the participant will receive personal account access details at the email address provided during registration.

Personal account login details and the participant number will be sent from:

info@wbc-beauty-champ.com

Please also check your Spam folder.

9. The participant must prepare the photos and videos required under the rules of this championship.

Competition entries are submitted through the personal account. To do this, log in to your personal account using the username and password sent to your email after payment, and upload:

- photographs and videos of the competition entry;
- a checklist or procedure protocol (if required by the conditions of the nomination).

10. The championship is open to professionals who:

- have completed professional training in the relevant field;
- work exclusively with professional materials;
- have paid the registration fee.

There are no age restrictions for participants.

11. The work/works must be completed after the application is submitted and the registration fee is paid.

12. A participant may participate in the same nomination with several works. In this case, payment for each work is the same as for a separate nomination.

13. Any processing or cropping of photos, use of retouching programs is prohibited – this will result in disqualification

14. Providing knowingly false information about your category is prohibited.

Participants in the championship are responsible for providing information about the category. In case of detection of knowingly false information, the participant will be disqualified and will lose all awards.

15. The decisions of the judges are final and not subject to revision.

16. Prizes and gifts are sent at the expense of the participants. Sending awards to the winners by mail, within 1 month after the championship final. Sending awards from Ukraine.

17. Registration fees are voluntary and non-refundable; the funds received are used by the organizers to conduct the championship.

18. Participants who have submitted an application and paid the registration fee accept all the terms and conditions of the championship and give consent to the processing of their personal data and their use for the purposes of the championship.



19. **It is allowed to take part in the championship with the work with which you have taken part in other championships.**

20. A participant can use the same model in different nominations.

21. The brand of materials is chosen at the discretion of the participant. Only professional materials are allowed.

22. The participant must write a direct message to Instagram if you change your Instagram nickname before the championship finals.

Disqualification:

- It is prohibited to add photos to social networks until the championship final
- It is forbidden to photograph work near diplomas/cups – where your full name is visible
- Disqualification of a participant's work implies suspension of the right of this work to participate in the Championship.
- Disqualification of a participant or the participant's work is determined by the decision of the judges and the organizer.
- Disqualification of a participant is possible only if the participant violates the rules established by these regulations and appendices to it.
- Disqualification of a participant may occur both during and after the passage of this Championship, but not later than 1 calendar month from the moment of announcement of the results, provided that circumstances are discovered that violate the terms of this regulation and appendices to it.

PROHIBITED TOPICS OF THE CHAMPIONSHIP:

WAR THEMES, RELIGION, POLITICS, VIOLENCE, PREGNANCY, NUDE PHOTOGRAPHY AND EROTICA.

3. CATEGORIES OF CHAMPIONSHIP PARTICIPANTS

- ✓ Junior (work experience up to one year).
- ✓ Master (work experience from 1 year to 3 years).
- ✓ Professional (work experience from 3 years or trainers with any experience, winners in the professional category).



- *you are allowed to try yourself in the categories above!
- * you cannot lower your category, the participant will automatically lose all awards!
- *work experience is counted from the first basic training
- *teachers with any experience participate in the professional category!**

4. CHAMPIONSHIP NOMINATIONS

1. Modeling and correction of eyebrows with paint/henna
2. Eyebrow lamination
3. Fantasy image (without category, free, upon payment of participation for 2 or more nominations)

5. COST OF PARTICIPATION IN THE CHAMPIONSHIP

You can take part in any number of nominations.

The more nominations, the more chances to win.

The cost is the same for all categories
The cost is the same for all nominations

1 nomination (any) – 60 euro

6. PASSING SCORE

To receive a prize, a participant must score a certain number of points (the passing score is measured in %).

Passing score by category:

Juniors: 1st place – 70%, 2nd place – 65%, 3rd place – 60%

Masters: 1st place – 75%, 2nd place – 70%, 3rd place – 65%

Professionals: 1st place – 80%, 2nd place – 75%, 3rd place – 70%



7. DETERMINING THE PRIZE WINNERS

The winners of the competition are the participants who score the maximum number of points in % ratio.

Based on the number of points scored, participants will be awarded 1st, 2nd and 3rd places.

Only one nominee is nominated for each prize place, in each nomination and in each category.

Junior: 1.2.3 prize place

Master: 1.2.3 prize place

Professional: 1.2.3 prize place

(Except for nominations that are not divided into categories, in such nominations there are 3 prize places)

The winners of the championship receive:

- 1) certificate of participation
- 2) winner's diploma
- 3) personalized cup

All participants of the championship receive

certificates of participation in the international championship in electronic form

The winners will be published on the day of the final on the Instagram page. In the form of posts.

On the day of the championship final, the link in the Instagram profile header will contain: participant certificates, prize winner diplomas and evaluation sheets.



8. GRAND PRIX

The main prize of the championship

huge cup

+ chance to become a judge next season

How to get a prize?

Very simple!

BROW STYLIST participate in 2 different nominations

1. Modeling and correction of eyebrows with paint/henna
2. Eyebrow lamination

(If you participate in more than 2 nominations, only the points from the best 2 works will be taken into account) The Grand Prix will be awarded to 1 participant who has scored the maximum number of points (in %) for the required number of nominations.

! More nominations – more chances to win!

9. SUBMIT THE WORK

After payment, your login and password for your personal account will be sent to your email address.

In your personal account, you will see all the paid categories and will be able to upload your competition entry and checklist.

Until the championship final, you can review and replace the uploaded photos.

On the day of the final, access to editing will be blocked. After that, it will no longer be possible to replace the photos.

Please make sure to carefully check your competition entry before the final.



Important! 1 folder = 1 job!

If you participate in several nominations, create a separate folder for each.

(video instructions on how to submit your work are in REELS on the championship's Instagram page)

10. REQUIREMENTS TO MODELS

- Models must be 18 years of age or older.
- Girls/women in all categories
- Light make-up is allowed for the model, with the exception of the area of work performed in the nomination you have chosen.
- The color type and appearance of the model are chosen by the participant, however, harmonious and pretty facial features of the model can help to get higher points in the overall impression assessment.
- It is forbidden to take a model with eyebrow tattoo – otherwise disqualification
- It is forbidden to photograph the model near diplomas/cups – where your full name is visible – otherwise disqualification
- It is prohibited to use concealer or any other toning product near the work area.
- Prohibited: use of decorative cosmetics in the work area
- A participant can use the same model in different nominations.
- Before the work is performed, the eyebrows must be natural, without any traces of previous coloring or lamination.

11. PHOTO AND VIDEO ANGLES

In total, the folder should contain 6 photos + 1 video + checklist.

The model can sit or lie down.

PHOTO "BEFORE" the work is done. Portrait photo. Total of 3 photos.

1 photo – the model looks straight into the camera, portrait photo (like a passport)

1 photo – right eyebrow close up

1 photo – left eyebrow close up

PHOTO "AFTER" the work is done. Portrait photo. Total of 3 photos.



1 photo - the model is looking straight into the camera, face close-up (BEFORE AND AFTER SHOULD BE IN THE SAME ANGLE, IDEALLY IN THE PHOTO THE EARLOBES ARE AT THE SAME LEVEL)

1 photo - right eyebrow close up

1 photo - left eyebrow close up

1 VIDEO AFTER (max 30 seconds)

- face completely
- left eyebrow close
- right eyebrow close

(Use ring lights, fluorescent lights, daylight)

The use of any retouching programs is prohibited! The use of cosmetics in the work area or near the work area is prohibited.

A model with a tattoo in the work area is prohibited!

If you send a photo in violation of the rules - disqualification of the participant, in this case the registration fee is not refunded.

Photos of works must be without signatures/logos/watermarks, such photos will not be accepted.

A photo of the model holding a participant's number is not required.

One edited photo of the face in full is allowed, this photo must be attached without retouching (the edited photo must be signed "RETOUCH")





12. CHECKLIST

Checklist - must be filled in!

Without a completed checklist, work will not be accepted.

You can: fill it out electronically; or print it out and fill it out, or write it by hand yourself.

A checklist will be sent to each participant by the organizer after registration.

Checklist (checklist) Nominations: "Eyebrow modeling" "Eyebrow lamination"

Work number _____

Category _____

1.State of the eyebrows "BEFORE" (tick or leave blank)

Partial absence _____ (if yes, please indicate location)

Damage, acne, redness _____ (if yes, indicate the location)

Hair cut _____ (if yes, please indicate location)

2. Asymmetry "Before" (check the box if "yes")

Horizontal
in the head _____
in apex _____
in the ponytail _____

vertical
in the head _____
in apex _____
in the ponytail _____

3. Loss of form "Before"

Yes _____

No _____



4. The color "DO" corresponds to the color type

lighter_____ darker_____ corresponds to_____

5. Materials used (company, color, oxide or used)

6. Notes you wish to include

An example of a completed checklist, in eyebrow nominations:

 Check sheet

Nominations: "Eyebrow modeling"
"eyelash lamination"
«permanent eyebrow makeup»

Model number **1914**

category **JUNIOR**

1.State of the eyebrows "BEFORE" (tick or leave blank)

Partial absence **X** (if yes, please indicate location)

Damage, acne, redness _____ (if yes, indicate the location)

Hair cut _____ (if yes, please indicate location)

2. Asymmetry "Before" (check the box if "yes")

Horizontal	vertical X
in the head _____	in the head _____
in apex _____	in apex _____
in the ponytail _____	in the ponytail _____

3. Loss of form "Before"

Yes **X** No _____

4. The color "Before" corresponds to the color type

lighter **X** darker _____ corresponds to _____

5.The materials used (firm, color, oxide or used)

HENNA ZOLA 02 LIGHT BROWN + 05 BROWN - TO DRY

6.Notes you want to includ

EYE AND EYEBROW ASYMMETRY
THE LEFT EYE AND EYEBROW ARE HIGHER THAN THE RIGHT
UNEVEN EYEBROWS
ONE EYEBROW IS MORE PLUCKED



13. EVALUATION CRITERIA

1. Modeling and correction of eyebrows with paint/henna

It is prohibited to use any styling products.

	<i>"BEFORE" ratings</i>	
1	Eyebrow asymmetry (1-5b)	Asymmetry of the right and left eyebrows is considered) - up to 5 points
2	Texture and direction of eyebrow hair growth (1-5)	The structure of the hairs is taken into account, the more complex it is, the higher the score) - up to 5 points
3	Complexity of natural eyebrow shape: too falling or rising (2.5) too straight or arched (2.5)	The more complex the shape, the higher the score. The complexity of the shape and the slope are taken into account: too falling, rising, too straight or arched) - up to 5 points
4	Eyebrow density: overgrown (2.5) wide (2.5)	The more overgrown and wide the eyebrows are, the higher the score) - up to 5 points
	<i>"AFTER" Ratings</i>	
5	Overall impression (1-10)	harmony of image - up to 10 points
6	Eyebrow shape: Start shape (2); rise height (2); tail direction (2); axis(2); shape fits model(2)	All components of the eyebrow shape are taken into account - proportions, shape of the beginning, height of the rise, break point (peak), axis, direction of the tail, the shape should be harmonious and suit the model) - up to 10 points



7	<i>Eyebrow length (1-10)</i>	The length of the eyebrows should be appropriate, suit the model) - up to 10 points
8	<i>Eyebrow width (1-10)</i>	(The width should be ideal for the model. It should be harmonious, not too wide or narrow) - up to 10 points
9	<i>Hair color (1-10)</i>	Correctly selected color, volume preservation due to colors, uniform coloring, the eyebrow should not look flat) - up to 10 points
10	<i>Eyebrow symmetry (1-10)</i>	Both eyebrows should be as symmetrical as possible: shape, color, texture) - up to 10 points
11	<i>Cleanliness of work (1-10)</i>	there should be no residue of coloring matter, all kinds of products, drawing paste, unplucked hairs) - up to 10 points
12	<i>Penalty points - (up to -10)</i>	eyebrow trimming (exclude), injuries (there should be no skin injuries due to improper hair removal, severe reddening of the skin), use of cosmetics - up to minus 10 points

2. Eyebrow lamination

**Eyebrow tinting is optional and not mandatory.
(Both tinted and natural eyebrows are acceptable.)**

	<i>"BEFORE" ratings</i>	
1	<i>Eyebrow asymmetry (1-5)</i>	Asymmetry of the right and left eyebrows is considered) - up to 5 points
2	<i>Texture and direction of eyebrow hair growth (1-5)</i>	The structure of the hairs is taken into account, the more complex it is, the higher the score) - up to 5 points



3	Complexity of natural eyebrow shape: too falling or rising (2.5) too straight or arched (2.5)	The more complex the shape, the higher the score. The complexity of the shape and the slope are taken into account: too falling, rising, too straight or arched) - up to 5 points
4	Eyebrow density: overgrown (2.5) wide (2.5)	The more overgrown and wide the eyebrows are, the higher the score) - up to 5 points
	"AFTER" Ratings	
5	Overall impression (1-10)	harmony of image - up to 10 points
6	Eyebrow shape: Start shape (2); rise height (2); tail direction (2); axis(2); shape fits model(2)	All components of the eyebrow shape are taken into account - proportions, shape of the beginning, height of the rise, break point (peak), axis, direction of the tail, the shape should be harmonious and suit the model) - up to 10 points
7	Eyebrow length (1-10)	The length of the eyebrows should be appropriate, suit the model) - up to 10 points
8	Eyebrow width (1-10)	(The width should be ideal for the model. It should be harmonious, not too wide or narrow) - up to 10 points
9	Hair color (1-10)	Eyebrow tinting is optional and not mandatory. (Both tinted and natural eyebrows are acceptable.)
10	Eyebrow symmetry (1-10)	Both eyebrows should be as symmetrical as possible: shape, color, texture) - up to 10 points
11	Cleanliness of work (1-10)	there should be no residue of coloring matter, all kinds of products, drawing paste, unplucked hairs) - up to 10 points
12	Eyebrow shaping (1-10)	



13	<i>Penalty points - (up to -10)</i>	trimmed eyebrows, kinked ends - up to minus 5 points, skin damage, severe redness of the skin - up to minus 5 points
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3. Fantasy image



Without division into categories.

Acceptance of works by participant number. If you participate in 2 or more nominations - this nomination is free. And in this case, you do not need to submit a separate application for it.

Points for the "image" nomination are not counted for the Grand Prix

This nomination is not mandatory for participation, but at the request of the participant.

If you wish, you can add a checklist with a description of the image, idea.

Task: Create a complete image of a model with makeup, hair, and costume.

It is allowed to send several retouched photos and videos, they must be signed "retouched", also these photos must be without retouching.



Prohibited: presence of certificates, diplomas, cups and other awards in the participant's photo.

Processing photos in Photoshop or any other program.

It is allowed to add several photos with processing and they must be labeled "retouched"

Photos and videos:

Photo "BEFORE":

1 Photo in portrait

1 photo of a full-length model

Video "BEFORE" presentation of the model (up to 15 seconds)

Photo "AFTER" completion, finished image:

1 photo - portrait

1 photo - full-length model

1 photo - side left

1 photo - side right

VIDEO "AFTER" presentation of a fantasy image (no more than 30 seconds).

Evaluation criteria

1	Overall impression - (1-10)	
2	Face Art (drawing on the face) (1-10)	the more complex the drawing, the higher the score
3	Body Art (body art) - (1-10)	the more complex the drawing, the higher the score
4	Decoration of the eyelash area (1-10)	false eyelashes are allowed, any decorthe more complex the decor - the higher the score
5	Decorating the eyebrow area (1-10)	more complex decor - higher score
6	Face decoration (1-10)	more complex decor - higher score



7	<i>Hairstyle (1-10)</i>	you can use any decor, false hair, more complex decor - higher score
8	<i>Costume (1-10)</i>	
9	<i>Submitting Work (1-10)</i>	

Maximum 90 points.