

ONLINE WORLD CHAMPIONSHIP «WBC»  
WORLD BEAUTY CHAMPIONSHIP

# REGULATIONS

*Hair*



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# INSTRUCTIONS FOR PARTICIPATION IN THE CHAMPIONSHIP

- Read the championship information on our website.
- Choose the category that matches your level of experience.
- Select the nomination (competition category) in which you would like to participate.
- Visit [wbc-beauty-champ.com](http://wbc-beauty-champ.com), go to the WBC Online Championship section, and complete the participation application form.
- You can pay the participation fee directly on the website using your preferred payment method.
- After your payment is confirmed, you will receive an email containing your participant number, your competition entry number, and your login details for your personal account.
- Your personal account login credentials will also be sent to your email address.
- Your participant number and personal account login details will be sent from [info@wbc-beauty-champ.com](mailto:info@wbc-beauty-champ.com). Please also check your Spam folder.
- Complete your competition entry. The required photo and video angles are specified in the regulations for each nomination.
- To submit your entry, log in to your personal account and upload all required photos, videos, and the checklist.
- Competition entries will be accepted until February 4, 2027.
- Wait for the championship results. The winners will be announced on February 28, 2027.
- - Celebrate your victory! ✨

# ONLINE CHAMPIONSHIP REGULATIONS

1. Application deadline: February 4, 2027.
2. Competition entry submission deadline: February 4, 2027.
3. Judging period: February 11–18, 2027.
4. Final and announcement of results: February 28, 2027.
5. Applications must be submitted via the official website: <https://wbc-beauty-champ.com>
6. The participation fee is paid on the website after submitting the application.
7. Once the payment is confirmed, each participant will be assigned a Participant Number as well as a unique Competition Entry Number for each selected nomination.
8. After payment, the participant will receive the login credentials for their personal account at the email address provided during registration. The participant number and personal account access details will be sent from:  
info@wbc-beauty-champ.com  
Please also check your Spam folder.
9. Participants must prepare their photo and video materials in accordance with these Championship Regulations. Competition entries must be submitted through the personal account. To do this, log in using the username and password sent to your email after payment, and upload:
  - photographs and videos of the competition entry;
  - the completed checklist or procedure protocol.
10. The championship is open to professionals who:
  - have completed professional training in the relevant field;
  - work exclusively with professional products and materials;
  - have paid the registration fee.There are no age restrictions for participants.
11. The work/works must be completed after the application has been submitted and the registration fee has been paid.
12. A participant can take part in the same nomination several times, and payment for each work is as a separate nomination.

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

14. It is prohibited to provide knowingly false information about your category. Responsibility for providing information about the category lies with the participants of the championship.

If it is discovered that the participant has provided deliberately false information, he/she 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 winners 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 its 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 participant must write to us in direct on Instagram, if before the final of the championship - you change your nickname on Instagram.

**\*A photo of the model holding a participant number is not required.**

## DISQUALIFICATION:

- It is prohibited to add photos to social networks until the championship final.
- It is prohibited to photograph your work near diplomas/cups - where your full name is visible.
- Disqualification of a participant's work implies suspension of the right to participate in the Championship with this work.
- Disqualification of a participant or a participant's work occurs by 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 completion of this Championship, but no later than 1 calendar month from the date of announcement of the results, provided that circumstances are discovered that violate the terms of this regulation and its appendices.

## FORBIDDEN:

### PROHIBITED TOPICS OF THE CHAMPIONSHIP:

**MILITARY THEMES  
RELIGION  
POLITICS  
VIOLENCE**

**PREGNANCY  
PHOTOS WITH  
NUDITY AND EROTICA.**

# CATEGORIES OF CHAMPIONSHIP PARTICIPANTS

- Junior (work experience up to one year).
- Master (work experience from 1 to 3 years).
- Professional (work experience from 3 years or trainers with any experience, prize 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 can participate in the professional category!*

## CHAMPIONSHIP NOMINATIONS

*Women's hairdressers:*

**EVERYDAY STYLING**

**EVENING HAIRSTYLE**

**WEDDING HAIRSTYLE**

*Hair extensions:*

**HAIR EXTENSIONS FOR SHORT HAIR**

**HAIR EXTENSIONS FOR THINNING HAIR**

**EXTENSIONS FOR AN EVEN, "THICK" CUT**

*Creative direction:*

**FANTASY IMAGE**

\* no category, free, upon payment for participation in 2 or more nominations

*Men's hairdressers:*

**MEN'S CASUAL HAIRCUT AND STYLING**

**BARBER EXPERT MEN'S HAIRCUT IN THE FADE STYLE**

**MEN'S FASHION LOOK.  
«FULL FASHION LOOK»**

*Hair reconstruction and restoration:*

**HAIR STRAIGHTENING AND RESTORATION**

**DEEP HAIR RECONSTRUCTION**

\* cold/therapeutic

## COST OF PARTICIPATION IN THE CHAMPIONSHIP

- » You can take part in any number of nominations.
- » The more nominations, the greater the chances of winning!
- » The price is the same for all categories.
- » The price is the same for all nominations.
- » **1 nomination (any) - 60 euro**



## 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%

# 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 1-2-3 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

\* In addition to nominations that are not divided into categories, there are 3 prize places in such nominations.

## THE WINNERS OF THE CHAMPIONSHIP RECEIVE:



CERTIFICATE OF PARTICIPATION



WINNER'S DIPLOMA



PERSONALIZED CUP

## ALL CHAMPIONSHIP PARTICIPANTS 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.

# GRAND PRIX



## THE MAIN PRIZE OF THE CHAMPIONSHIP:

**Huge trophy + opportunity to become a judge next season!**

### HOW TO GET A PRIZE?

#### VERY SIMPLE!

#### » HAIR STYLIST - participate in 3 different nominations.

(If you participate in more than 3 nominations, only the points from the best 3 works will be taken into account)

#### » IN THE HAIR RESTORATION SECTOR:

**To participate in the Grand Prix, you must complete two works from two different restoration categories** - the final scores are taken into account for both works.

#### » IN TOTAL, THERE ARE 4 GRAND PRIX IN THE HAIR CATEGORY:

Women's hairdressers, men's hairdressers, hair extensions, hair reconstruction/restoration.

#### » The Grand Prix will be awarded to 1 participant from each category who scores the maximum number of points (in %) for the required number of nominations.

**! More nominations - more chances to win!**

# SUBMIT YOUR 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.

# NOMINATIONS

CONDITIONS / EVALUATION CRITERIA / PHOTO AND VIDEO ANGLES

**Low quality photos will not be accepted!!!**

## EVERYDAY STYLING

### » EXERCISE:

**Participants perform daily styling.**

- The styling should create the effect of loose hair and be done without additional fastening.
- No more than 40% of the hair can be lifted up and styled according to the intended design.

**In this nomination, all categories of participants can perform hairstyles on mannequin heads with natural hair.**



### » COLOR:

It is recommended to dye the model in two or more colors, the choice of colors is not limited. Hair coloring is NOT required.

- Length: Hair length below the shoulders, bangs are not prohibited.
- Costume, makeup, accessories: must correspond to the given nomination and not be provocative.

### » ALLOWED:

- all types of styling tools;
- any styling products;
- hair extensions in any technique

## » PROHIBITED:

- artistic and fantasy hairstyles;
- colored sprays, glitter varnishes;
- hair accessories or hair decorations;
- devices for supporting hair in a hairstyle.
- presence of certificates, diplomas, cups and other awards in the participant's photo.
- Processing photos in Photoshop or any other program  
(1 photo may be processed, it must be labeled as "retouched")

## » PHOTO AND VIDEO ANGLES

**In total, the participant sends 6 photos.**

### **PHOTO "BEFORE" THE WORK:**

Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

### **PHOTO "AFTER" THE WORK WAS COMPLETED:**

Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

## » EVALUATION CRITERIA

| No. | Criteria                                            | Maximum rating     |
|-----|-----------------------------------------------------|--------------------|
| 1   | Overall external assessment                         | 10 points          |
| 2   | Combination of color and styling                    | 10 points          |
| 3   | Form of laying                                      | 10 points          |
| 4   | Compliance of styling and color with fashion trends | 10 points          |
| 5   | Cleanliness of execution                            | 10 points          |
| 6   | Combination of styling with the model's appearance  | 10 points          |
|     | Penalty points                                      | Max.<br>-10 points |
|     | Overall score                                       | 60                 |



## EVENING HAIRSTYLE

### » EXERCISE:

**Participants do their evening hairstyles.**

- An evening hairstyle should create the impression of gathered hair.
- No more than 30% of hair may fall in one of the zones.

**In this nomination, all categories of participants can perform hairstyles on mannequin heads with natural hair.**

### » COLOR:

It is recommended to dye the model in two or more colors, the choice of colors is not limited. Hair coloring is NOT required.

- Length: Hair length below the shoulders, bangs are not prohibited.
- Costume, makeup, accessories: must correspond to the given nomination and not be provocative.

### » ALLOWED:

- all types of styling tools;
- any styling products;
- hair extensions in any technique

### » PROHIBITED:

- artistic and fantasy hairstyles;
- colored sprays, glitter varnishes;
- hair accessories or hair decorations;
- devices for supporting hair in a hairstyle.
- presence of certificates, diplomas, cups and other awards in the participant's photo.
- Processing photos in Photoshop or any other program  
(1 photo may be processed, it must be labeled as "retouched")

## PHOTO AND VIDEO ANGLES

**In total, the participant sends 6 photos.**

### **PHOTO "BEFORE" THE WORK:**

Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

### **PHOTO "AFTER" THE WORK WAS COMPLETED:**

Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

## EVALUATION CRITERIA

| No. | Criteria                                                   | Maximum rating             |
|-----|------------------------------------------------------------|----------------------------|
| 1   | <b>Overall external assessment</b>                         | 10 points                  |
| 2   | <b>Combination of color and styling</b>                    | 10 points                  |
| 3   | <b>Form of laying</b>                                      | 10 points                  |
| 4   | <b>Compliance of styling and color with fashion trends</b> | 10 points                  |
| 5   | <b>Cleanliness of execution</b>                            | 10 points                  |
| 6   | <b>Combination of styling with the model's appearance</b>  | 10 points                  |
|     | <b>Penalty points</b>                                      | <b>Max.<br/>-10 points</b> |
|     | <b>Overall score</b>                                       | <b>60</b>                  |

## WEDDING HAIRSTYLE

### » EXERCISE:

Participants perform a traditional fashionable bridal hairstyle on long hair in the spirit of a total look.

- Performed on a model.
- The work must be completed without technical elements.

### » HAIR LENGTH:

Hair length – shoulder length or longer.

- Hair graduation is optional.
- The minimum difference in hair length is 10 cm, excluding bangs.

### » PREPARATIONS:

The use of all drugs is permitted.

### » COLOR:

The choice of color is free.

- A maximum of 2 colors, including the base color, are allowed.
- Hair coloring is NOT required.

### » TOOLS:

All styling tools are allowed.

### » DECORATIONS:

It is allowed to use hair decorations that match the wedding look.



## PROHIBITED:

- Color sprays
- Elements of black color in clothes and jewelry
- Hairpieces
- Hair extensions
- Use of any support products in the hairstyle
- The presence of certificates, diplomas, cups and other awards in the participant's photo.
- Processing photos in Photoshop or any other program  
(1 photo may be processed, it must be labeled as "retouched")

## PHOTO AND VIDEO ANGLES

**In total, the participant sends 6 photos.**

### **PHOTO "BEFORE" THE WORK:**

Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

### **PHOTO "AFTER" THE WORK WAS COMPLETED:**

Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

## EVALUATION CRITERIA

| No. | Criteria                                            | Maximum rating     |
|-----|-----------------------------------------------------|--------------------|
| 1   | Overall external assessment                         | 10 points          |
| 2   | Combination of color and styling                    | 10 points          |
| 3   | Form of laying                                      | 10 points          |
| 4   | Compliance of styling and color with fashion trends | 10 points          |
| 5   | Cleanliness of execution                            | 10 points          |
| 6   | Combination of styling with the model's appearance  | 10 points          |
|     | Penalty points                                      | Max.<br>-10 points |
|     | Overall score                                       | 60                 |

## MEN'S EVERYDAY HAIRCUT AND STYLING



### »» EXERCISE:

The masters perform haircuts and styling in a commercial style, corresponding to fashion trends and the needs of the client in a beauty salon, and should also be comfortable in everyday life.

- In this nomination, all categories of participants can perform work on mannequin heads.
- The work must be completed without technical elements.

### »» COLOR:

**Hair coloring or toning in accordance with fashion and hairstyle style, no more than 2 colors.**

- Hair coloring is NOT required.
- Chemical perm (natural) is allowed.

### »» HAIR LENGTH:

**Before starting the haircut, the length above the ears and along the edge line should be at least 5 cm, in the parietal area - at least 7 cm.**

### »» HAIRCUT:

**At least 3 cm of hair must be cut off.**

- The remaining length of 40% of the hairstyle should be no shorter than 5 cm.
- Up to 20% of the total volume of 0.5 cm is allowed.

### »» ALLOWED:

- all tools, including power tools for hair;
- all products except colored sprays and glitter polishes;

## » PROHIBITED:

- artistic and avant-garde hairstyles;
- colored sprays, glitter varnishes;
- presence of certificates, diplomas, cups and other awards in the participant's photo.
- Processing photos in Photoshop or any other program  
(1 photo is allowed to be processed, it must be labeled as "retouched")

## » PHOTO AND VIDEO ANGLES

**In total, the participant sends 6 photos.**

### **PHOTO "BEFORE" THE WORK:**

Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

### **PHOTO "AFTER" THE WORK WAS COMPLETED:**

Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

## » EVALUATION CRITERIA

| No. | Criteria                                           | Maximum rating     |
|-----|----------------------------------------------------|--------------------|
| 1   | Overall external assessment                        | 10 points          |
| 2   | Color and haircut combination                      | 10 points          |
| 3   | Haircut shape                                      | 10 points          |
| 4   | Matching haircut and color to fashion trends       | 10 points          |
| 5   | Cleanliness of execution                           | 10 points          |
| 6   | Combination of styling with the model's appearance | 10 points          |
|     | Penalty points                                     | Max.<br>-10 points |
|     | Overall score                                      | 60                 |

## MEN'S HAIRCUT BARBER EXPERT IN FADE STYLE

### »» EXERCISE:

Performed on a model.

**Participants perform a fashionable haircut and styling on short hair in the Fade style.**

Fade (classic barbering) is a men's haircut technique "to nothing", performed with a hair clipper and scissors, creating a smooth (velvet or smoky) transition from 0 mm to unlimited length.

The smoky transition should start no higher than the occipital bone. To perform the highest quality work, sometimes several machines are required.

The finished hairstyles should look like those on the covers of fashion magazines.

The hairstyle must be truly fashionable and appeal to consumers and have a masculine appearance.



### »» COLOR:

Hair color must be natural or dyed no lighter than level 5 of tone depth (bright colors are prohibited).

### »» HAIR LENGTH:

The hair length is free.

Before the start of the competition, the length of the hair around the perimeter of the head (above the ears, in the occipital area) must be at least 1 cm.

### »» HAIRCUT:

The use of all tools is permitted.

### »» STYLING:

All styling tools are allowed.

### »» PREPARATIONS:

The use of all fixing agents (gels, waxes, sprays) is permitted.

## » CLOTH:

The model's clothing must correspond to modern fashion.

## » PROHIBITED:

- artistic and avant-garde hairstyles;
- colored sprays, glitter varnishes;
- presence of certificates, diplomas, cups and other awards in the participant's photo.
- Processing photos in Photoshop or any other program  
(1 photo is allowed to be processed, it must be labeled as "retouched")

## » PHOTO AND VIDEO ANGLES

**In total, the participant sends 6 photos.**

### PHOTO "BEFORE" THE WORK:

Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

### PHOTO "AFTER" THE WORK WAS COMPLETED:

Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

## » EVALUATION CRITERIA

| No. | Criteria                                           | Maximum rating     |
|-----|----------------------------------------------------|--------------------|
| 1   | Overall external assessment                        | 10 points          |
| 2   | Color and haircut combination                      | 10 points          |
| 3   | Haircut shape                                      | 10 points          |
| 4   | Matching haircut and color to fashion trends       | 10 points          |
| 5   | Cleanliness of execution                           | 10 points          |
| 6   | Combination of styling with the model's appearance | 10 points          |
|     | Penalty points                                     | Max.<br>-10 points |
|     | Overall score                                      | 60                 |

## MEN'S FASHION LOOK "FULL FASHION LOOK"



### » EXERCISE:

**Nomination - not divided into categories.**  
**Performed on a model.**

**The master prepares a complete fashionable image based on a mix of fashion trends of the current and (or) upcoming seasons.**

- The competition entry must be a complete image that combines all components of the image: hairstyle, makeup, costume, accessories, manicure, etc.
- The competition photo must creatively and technically meet the criteria of an advertising photo and be suitable for becoming the cover of a fashion magazine.
- Photo format - A4. The photo should fully represent the entire image (hairstyle, makeup, costume, accessories, manicure).

### » COLOR:

All colors are allowed, salon and creative, but no more than 2 colors.  
Hair coloring is NOT required.

### » HAIRSTYLE:

Should look like it came straight from the covers of professional fashion magazines.

## » PROHIBITED:

- using colored sprays and creating artistic images.
- presence of certificates, diplomas, cups and other awards in the participant's photo.
- photo processing in Photoshop or any other program  
(1 photo may be processed, it must be labeled as "retouched")

## » PHOTO AND VIDEO ANGLES

**In total, the participant sends 7 photos.**

### PHOTO "BEFORE" THE WORK:

Close-up photo of hairstyle. Portrait photo - only 3 photos.

- 1 photo - front view
- 1 photo - rear view
- 1 photo - side view

### PHOTO "AFTER" THE WORK WAS COMPLETED:

Close-up photo of hairstyle. Portrait photo - only 4 photos.

- 1 photo - full length (full image)
- 1 photo - front view (hairstyles)
- 1 photo - back view (hairstyles)
- 1 photo - side view (hairstyles)

## » EVALUATION CRITERIA

| No. | Criteria                                                                                                   | Maximum rating  |
|-----|------------------------------------------------------------------------------------------------------------|-----------------|
| 1   | General impression of the image                                                                            | 10 points       |
| 2   | The relevance of the image, its compliance with fashion trends                                             | 10 points       |
| 3   | The integrity of the image, the harmonious combination of its components: hairstyle, makeup, costume, etc. | 10 points       |
| 4   | Overall impression of the hairstyle: relevance, originality, creativity                                    | 10 points       |
| 5   | Quality of hair styling                                                                                    | 10 points       |
| 6   | Submitting work                                                                                            | 10 points       |
|     | Penalty points                                                                                             | Max. -10 points |
|     | Overall score                                                                                              | 60              |

## FANTASY IMAGE

*\* without category, free, upon payment of participation in 2 or more nominations)*



### **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 participant's discretion. If desired, you can add a checklist with a description of the image, idea.

### **» EXERCISE:**

**Creation of a complete image of a model with makeup, hair, and costume.**

- It is allowed to send several photos and videos in retouching, they must be signed "retouching"
- Also, these photos should be without retouching.

### **» FORBIDDEN:**

The 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".



## LIST OF REQUIRED PHOTOS AND VIDEOS

### PHOTO "BEFORE":

- 1 Photo - portrait
- 1 photo model - full length

### PHOTO "AFTER":

- 1 photo - portrait
- 1 photo - full-length model
- 1 photo - side left
- 1 photo - side right

### VIDEO:

- Video "BEFORE" presentation of the model (up to 15 seconds)
- VIDEO "AFTER" from left to right of the completed zone (no more than 30 seconds.)



## EVALUATION CRITERIA

| No.                          | Criteria                              | Description                                                                                                   | Points    |
|------------------------------|---------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------|
| 1                            | <b>General impression</b>             |                                                                                                               | 1-10      |
| 2                            | <b>Face Art</b><br>(face painting)    | The more complex the drawing, the higher the score.                                                           | 1-10      |
| 3                            | <b>Body Art</b><br>(body drawing)     | The more complex the drawing, the higher the score.                                                           | 1-10      |
| 4                            | <b>Decoration of the eyelash area</b> | It is allowed to use false eyelashes and any decoration.<br>The more complex the decor, the higher the score. | 1-10      |
| 5                            | <b>Decorating the eyebrow area</b>    | The more complex the decor, the higher the score.                                                             | 1-10      |
| 6                            | <b>Face decoration</b>                | The more complex the decor, the higher the score.                                                             | 1-10      |
| 7                            | <b>Hairstyle</b>                      | You can use any decor, false hair, More complex decor - higher score.                                         | 1-10      |
| 8                            | <b>Costume</b>                        |                                                                                                               | 1-10      |
| 9                            | <b>Submitting work</b>                |                                                                                                               |           |
| <b>Total score (maximum)</b> |                                       |                                                                                                               | <b>90</b> |

# HAIR EXTENSIONS

## » WHAT CAN BE USED:

### Extension techniques:

- Capsule extension
- Hot
- Cold
- Microcapsule

### Materials:

- Natural hair (Slavic, European, Asian, Indian)
- Capsules (keratin, polymer, silicone)
- Micro rings (with or without silicone insert)
- Hypoallergenic adhesives and polymers

### Tools:

- Tongs for capsule extensions (hot or ultrasonic)
- Micro Ring Tweezers
- Special scissors for removing capsules
- Solutions for safe removal of hair extensions



## » WHAT IS PROHIBITED:

### Prohibited materials:

- Synthetic hair
- Low-quality polymers, low-quality glue
- Capsules are irregularly shaped, large, uneven or burnt

### Errors in technique and fastening:

- Overloaded hair (too large strands, improper weight distribution)
- Capsules or rings that are too visible
- Use of unstable chemical compounds, harmful for hair
- Untidy result (tangled, uncombed hair)

## Prohibited manipulation of photos and videos:

- Editing the hair attachment area in Photoshop or other editors
- Change of hair color after extensions in the photo
- Using filters to hide errors
- Poor image quality (blurry, dark images, poor lighting)

## » ADDITIONAL RECOMMENDATIONS

- The background in the photo should be neutral, without unnecessary objects.
- Hair should be clean and free of styling products.
- When recording video, shoot smoothly, without sudden movements, with good focus.

## » PHOTO AND VIDEO ANGLES

**In total, the participant sends 8 photos.**

### PHOTO "BEFORE" THE WORK:

1 photo - general view of the model before extensions from the front - it is important that the length and condition of the hair is visible.

1 photo - back view of hair before the procedure - well combed so that the judges could see its thickness.

1 photo - macro photography of hair roots - shows the structure and density of natural hair.

### PHOTO "AFTER" THE WORK WAS COMPLETED:

1 photo - general view of the model after extensions, front view - demonstration of the final result.

1 photo - general view of the model after extensions, back view - demonstration of the final result.

1 photo - macro photography of capsules/ribbons/rings - each element must be clearly recorded.

1 photo - a photo of the parting and roots after extensions - it is important that the connection points are not visible.

1 photo - a photo of a smooth transition between your own and donor hair - without sharp boundaries.

### **VIDEO:**

2 videos

1 video - during the process of attaching capsules, tapes, rings - it should be visible how exactly you are doing the extension.

\*This video should only show the process of execution, the face of the master performing the work should not be visible.

1 video - a short video demonstrating the operation (10-30 seconds) the model slowly turns.

\*So that the judges can see the quality of the fastening and the smoothness of the transition and the naturalness of the result.

### **GENERAL REQUIREMENTS FOR PHOTOS:**

- Good lighting (preferably daylight or professional lamps).
- Clear focus (no blurry shots).
- Natural colors (no retouching or filters).
- Neutral background (no distracting details).

## HAIR EXTENSIONS FOR SHORT HAIR



### »» PURPOSE OF THE NOMINATION:

**Demonstrate skill and ability to perform natural extensions without switching to short hair.**

It is important that the hair extensions blend harmoniously with the natural hair, without creating visible boundaries.

### »» MODEL'S HAIR LENGTH:

- Parietal zone and crown – no more than 15 cm.
- The total length of the hair should not reach the shoulders.
- The shorter the original hair, the higher the rating.



## EVALUATION CRITERIA

| No. | Criteria                                                          | Description                                                                                                                                                                                         | Maximum score |
|-----|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1   | <b>Compliance and complexity of the nomination</b>                | The complexity of the model's initial data is assessed. The more complex and shorter the hair, the higher the score.                                                                                | 5             |
| 2   | <b>Encapsulation / Size and shape of micro-rings</b>              | <ul style="list-style-type: none"> <li>Hot method: the capsule should be neat, without excess glue.</li> <li>Cold method: micro rings should be small and unnoticeable.</li> </ul>                  | 5             |
| 3   | <b>Geometry / Distribution of micro-rings</b>                     | <ul style="list-style-type: none"> <li>Hot method: uniform placement of capsules without empty areas.</li> <li>Cold method: correct distribution of rings, without overloading one zone.</li> </ul> | 5             |
| 4   | <b>Uniform distribution of keratin / No glue leaks</b>            | <ul style="list-style-type: none"> <li>Hot method: keratin should be distributed evenly, without lumps.</li> <li>Cold method: there should be no glue drips if used.</li> </ul>                     | 5             |
| 5   | <b>Capsule tightness / Reliability of micro-ring fixation</b>     | <ul style="list-style-type: none"> <li>Hot method: the capsule must be sealed and not crumbled.</li> <li>Cold method: the ring should be securely fixed and not slip.</li> </ul>                    | 5             |
| 6   | <b>Streamlining of the capsule / Aesthetics of the fastenings</b> | <ul style="list-style-type: none"> <li>Hot method: the capsule should be smooth, without sharp edges.</li> <li>Cold method: the rings should look aesthetically pleasing and neat.</li> </ul>       | 5             |
| 7   | <b>No leaks / Correct closure of micro-rings</b>                  | <ul style="list-style-type: none"> <li>Hot method: there should be no keratin leaks.</li> <li>Cold method: the rings must be closed properly, without pinching the hair.</li> </ul>                 | 5             |
| 8   | <b>Pull/Wear comfort</b>                                          | <ul style="list-style-type: none"> <li>Hot method: the capsules should be secured without excessive tension.</li> <li>Cold method: the rings should not pull the hair, ensuring comfort.</li> </ul> | 5             |
| 9   | <b>Invisibility of fastenings</b>                                 | The attachment points should not be visible when parting or moving the hair.                                                                                                                        | 5             |
|     | <b>Working with the client and preparing hair</b>                 | Before extensions, hair must be clean and properly prepared.                                                                                                                                        | 5             |
|     | <b>The ratio of donor hair to your own</b>                        | The amount of hair extensions should correspond to the natural thickness, without overloading.                                                                                                      | 5             |
|     | <b>Volume distribution</b>                                        | The volume should be distributed evenly throughout the head.                                                                                                                                        | 5             |
|     | <b>Choosing the color and texture of donor hair</b>               | The color and texture of the extensions should perfectly match the natural hair.                                                                                                                    | 5             |
|     | <b>Aesthetics of the final result</b>                             | The finished work should look natural, without sharp transitions and artificial volume.<br>The work must be done cleanly, without tangled hair and visible fixatives.                               | 5             |

## EXTENSIONS FOR THIN HAIR



### »» PURPOSE OF THE NOMINATION:

Demonstrate skill and professionalism by performing neat, safe and as invisible as possible extensions on thin hair roots.

\*The thinner the hair (the lower the density per square centimeter of scalp), the higher the score.

### »» BASIC REQUIREMENTS:

- Extensions should be light and gentle so as not to weigh down thin hair.
- Minimal load on roots to avoid damage and discomfort.
- The most natural effect, without the "helmet" effect or a sharp transition between your own and donor hair.
- The fastenings must be completely hidden, since on thin hair they are more noticeable.

## EVALUATION CRITERIA

| No. | Criteria                                                          | Description                                                                                                                                                                                         | Maximum score |
|-----|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1   | <b>Compliance and complexity of the nomination</b>                | The complexity of the model's initial data is assessed. The more complex and rare the hair, the higher the rating.                                                                                  | 5             |
| 2   | <b>Encapsulation / Size and shape of micro-rings</b>              | <ul style="list-style-type: none"> <li>Hot method: the capsule should be neat, without excess glue.</li> <li>Cold method: micro rings should be small and unnoticeable.</li> </ul>                  | 5             |
| 3   | <b>Geometry / Distribution of micro-rings</b>                     | <ul style="list-style-type: none"> <li>Hot method: uniform placement of capsules without empty areas.</li> <li>Cold method: correct distribution of rings, without overloading one zone.</li> </ul> | 5             |
| 4   | <b>Uniform distribution of keratin / No glue leaks</b>            | <ul style="list-style-type: none"> <li>Hot method: keratin should be distributed evenly, without lumps.</li> <li>Cold method: there should be no glue drips if used.</li> </ul>                     | 5             |
| 5   | <b>Capsule tightness / Reliability of micro-ring fixation</b>     | <ul style="list-style-type: none"> <li>Hot method: the capsule must be sealed and not crumbled.</li> <li>Cold method: the ring should be securely fixed and not slip.</li> </ul>                    | 5             |
| 6   | <b>Streamlining of the capsule / Aesthetics of the fastenings</b> | <ul style="list-style-type: none"> <li>Hot method: the capsule should be smooth, without sharp edges.</li> <li>Cold method: the rings should look aesthetically pleasing and neat.</li> </ul>       | 5             |
| 7   | <b>No leaks / Correct closure of micro-rings</b>                  | <ul style="list-style-type: none"> <li>Hot method: there should be no keratin leaks.</li> <li>Cold method: the rings must be closed properly, without pinching the hair.</li> </ul>                 | 5             |
| 8   | <b>Pull/Wear comfort</b>                                          | <ul style="list-style-type: none"> <li>Hot method: the capsules should be secured without excessive tension.</li> <li>Cold method: the rings should not pull the hair, ensuring comfort.</li> </ul> | 5             |
| 9   | <b>Invisibility of fastenings</b>                                 | The attachment points should not be visible when parting or moving the hair.                                                                                                                        | 5             |
| 10  | <b>Working with the client and preparing hair</b>                 | Before extensions, hair must be clean and properly prepared.                                                                                                                                        | 5             |
| 11  | <b>The ratio of donor hair to your own</b>                        | The amount of hair extensions should correspond to the natural thickness, without overloading.                                                                                                      | 5             |
| 12  | <b>Volume distribution</b>                                        | The volume should be distributed evenly throughout the head.                                                                                                                                        | 5             |
| 13  | <b>Choosing the color and texture of donor hair</b>               | The color and texture of the extensions should perfectly match the natural hair.                                                                                                                    | 5             |
| 14  | <b>Aesthetics of the final result</b>                             | The finished work should look natural, without sharp transitions and artificial volume.<br>The work must be done cleanly, without tangled hair and visible fixatives.                               | 5             |

## EXTENSION ON AN EVEN “THICK” CUT



### »» PURPOSE OF THE NOMINATION:

Demonstrate skill and professionalism in covering an even, thick cut using extensions without thinning natural hair.

\*The thicker the hair and the denser the cut, especially at the top of the head, the higher the score.

### »» BASIC REQUIREMENTS:

- Completely cover the clear cut of natural hair so that the transition to the extensions is unnoticeable.
- It is forbidden to thin out your hair - the hairdresser must create a smooth transition solely through the extension technique.
- Ensure natural volume without the "step" or "zone separation" effect.
- Correctly distribute the donor hair to avoid excessive density at the ends.
- Model's hair length: from the chin to the middle of the shoulder blades.

## EVALUATION CRITERIA

| No. | Criteria                                                          | Description                                                                                                                                                                                         | Maximum score |
|-----|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1   | <b>Compliance and complexity of the nomination</b>                | The complexity of the model's initial data is assessed. The thicker and smoother the hair, the higher the rating.                                                                                   | 5             |
| 2   | <b>Encapsulation / Size and shape of micro-rings</b>              | <ul style="list-style-type: none"> <li>Hot method: the capsule should be neat, without excess glue.</li> <li>Cold method: micro rings should be small and unnoticeable.</li> </ul>                  | 5             |
| 3   | <b>Geometry / Distribution of micro-rings</b>                     | <ul style="list-style-type: none"> <li>Hot method: uniform placement of capsules without empty areas.</li> <li>Cold method: correct distribution of rings, without overloading one zone.</li> </ul> | 5             |
| 4   | <b>Uniform distribution of keratin / No glue leaks</b>            | <ul style="list-style-type: none"> <li>Hot method: keratin should be distributed evenly, without lumps.</li> <li>Cold method: there should be no glue drips if used.</li> </ul>                     | 5             |
| 5   | <b>Capsule tightness / Reliability of micro-ring fixation</b>     | <ul style="list-style-type: none"> <li>Hot method: the capsule must be sealed and not crumbled.</li> <li>Cold method: the ring should be securely fixed and not slip.</li> </ul>                    | 5             |
| 6   | <b>Streamlining of the capsule / Aesthetics of the fastenings</b> | <ul style="list-style-type: none"> <li>Hot method: the capsule should be smooth, without sharp edges.</li> <li>Cold method: the rings should look aesthetically pleasing and neat.</li> </ul>       | 5             |
| 7   | <b>No leaks / Correct closure of micro-rings</b>                  | <ul style="list-style-type: none"> <li>Hot method: there should be no keratin leaks.</li> <li>Cold method: the rings must be closed properly, without pinching the hair.</li> </ul>                 | 5             |
| 8   | <b>Pull/Wear comfort</b>                                          | <ul style="list-style-type: none"> <li>Hot method: the capsules should be secured without excessive tension.</li> <li>Cold method: the rings should not pull the hair, ensuring comfort.</li> </ul> | 5             |
| 9   | <b>Invisibility of fastenings</b>                                 | The attachment points should not be visible when parting or moving the hair.                                                                                                                        | 5             |
| 10  | <b>Working with the client and preparing hair</b>                 | Before extensions, hair must be clean and properly prepared.                                                                                                                                        | 5             |
| 11  | <b>The ratio of donor hair to your own</b>                        | The amount of hair extensions should correspond to the natural thickness, without overloading.                                                                                                      | 5             |
| 12  | <b>Volume distribution</b>                                        | The volume should be distributed evenly throughout the head.                                                                                                                                        | 5             |
| 13  | <b>Choosing the color and texture of donor hair</b>               | The color and texture of the extensions should perfectly match the natural hair.                                                                                                                    | 5             |
| 14  | <b>Aesthetics of the final result</b>                             | <p>The finished work should look natural, without sharp transitions and artificial volume.</p> <p>The work must be done cleanly, without tangled hair and visible fixatives.</p>                    | 5             |

## HAIR RECONSTRUCTION AND RESTORATION



### EXERCISE:

Nomination: "Hair Straightening and Restoration"

**The participant must perform a full professional hair straightening or restoration procedure on a model with real, natural or partially previously processed hair.**



### ALLOWED:

#### **Natural hair**

(not painted or previously painted)

- **Hair after bleaching/chemical treatments**
- **Hair with a porous, dry, wavy, frizzy texture**
- **Hair with varying degrees of damage**
- **Hair with a minimum number of extensions - if:**
  1. they do not occupy more than 20% of the total hair mass,
  2. the work is carried out mainly at natural length,
  3. The effect of the procedure is visible only on "live" hair

\*In this category, the main focus is on the model's natural hair. Hair extensions cannot take up a large portion of the image, so as not to distort the result.



## » PROHIBITED: (DISQUALIFICATION)

- Fully extended hair (100%)
- Peruca/wigs
- Mannequins
- Hair with dense keratin capsule extensions, where it is impossible to assess the root zone
- Hair that has been permed less than 4 weeks ago
- Hair with coloring "on the day of the procedure"

Reason: The result should demonstrate the actual condition of the model's real hair.

## » THE PARTICIPANT IS OBLIGED TO:

### A. Conduct a professional procedure

*Options to choose from:*

- Keratin straightening
- Nanoplastics
- Hair Botox
- Amino acid straightening
- SPA / Treatment restoration with a smoothing effect

*\*Any professional brands are accepted.*

### B. FOLLOW THE COMPLETE TECHNOLOGICAL PROTOCOL

*The participant must:*

1. Choose the composition according to your hair type
2. Prepare your hair properly
3. Apply the preparation evenly
4. Dry and straighten according to the technology
5. Correctly work on the roots, length and ends
6. Provide a clean result without unnecessary styling

### C. DEMONSTRATE QUALITY RESULTS

*The work must show:*

- smoothness, shine, density
- eliminating frizz
- restoration of structure
- even straightening without creases
- natural finish

## » WHAT CAN BE USED:

### **Approved drugs/systems:**

- Keratin formulations (acid/alkaline – any professional ones)
- Nanoplastics
- Hair Botox
- SPA recovery
- Amino acid straightening
- Protein reconstructions with light alignment
- Brazilian/Japanese straightening systems if they fall into the restoration + straightening category

**The main thing: the composition must be professional**

## » WHAT NOT TO USE (DISQUALIFICATION)

### **Prohibited drugs/actions:**

- Coloring before or after the procedure on the same day
- Perm
- Styling cosmetics that conceal imperfections (varnish, wax, oil in large quantities)
- Unofficial, homemade compositions



**All materials must be clear, bright, without filters, without retouching, without glare from the flash.**

**The background is plain (preferably white/gray/neutral).**

**Hair should be loose and not tied back with elastic bands or hair clips.**

### **BEFORE PHOTOS - MANDATORY: 3 PHOTOS**

#### **1. Straight angle (back of head, hair loose)**

- camera is strictly at the back
- the entire length of the hair is captured in the frame
- visible structure, fluffiness, waviness, dryness
- the model stands up straight

**Objective: to record the original state of the canvas.**

#### **2. Side view (right or left side)**

- camera on the side at shoulder level
- thickness, porosity, and uneven length are visible
- hair in a natural position

**Objective: to show hair profile and volume.**

#### **3. Front view (front view + front length)**

- camera strictly in front
- hair can be divided into two parts and brought forward
- natural light
- volume, dryness, and brittleness are visible

**Purpose: to show the front area and the length condition of the face.**



### **WHAT SHOULD NOT BE IN THE PHOTO:**

- filters and retouching
- blurred background (iPhone portrait mode is disabled)
- flash in the face of hair
- use of oil/varnish
- decorative styling (curls/Hollywood waves)



### **AFTER PHOTO - MANDATORY: 5 PHOTOS**

#### **1. Straight perspective is the result of straightening**

- camera is strictly at the back
- the result should match the angle and light of the BEFORE photo
- smoothness, shine, and evenness are visible
- hair loose

**Goal: To show a complete hair transformation.**

#### **2. Side view (the same side as in the “before” photo)**

- camera on the side
- visible tips, even texture
- model in the same rack
- no styling with curling irons after the result

**Objective: to assess the smoothness and quality of restoration.**

#### **3. Front view**

- front view
- hair is placed forward
- density, shine, and absence of fluffiness are visible
- important: no varnish, no weighting with oil

**Objective: to evaluate the naturalness of the result.**

#### **4. Macro shot of the ends (close-up)**

- the camera is close to the lower third of the hair
- clear focus
- the result of the ends treatment is visible (no burning or dryness)

**Objective: to assess the quality of work with the most vulnerable area.**

#### **5. PHOTO OF THE ROOT ZONE - 1 PHOTO**

- camera from above or slightly at an angle;
- distance 10–20 cm from the head;
- the root zone is visible: the first 3–5 cm;
- clearly visible: smoothness, no creases, even straightening.

**Objective: to show the absence of overheating, quality of work at the roots, evenness of the start of straightening.**

## AFTER VIDEO REQUIREMENTS - 1 VIDEO

The video helps the jury see the natural movement of the hair.

*Required video parameters:*

- duration: 10–20 seconds
- shooting against one background
- natural light / soft studio light
- no filters
- the video should be taken after the procedure is completed, without styling

### **What should be in the video:**

The participant films from behind, making smooth camera movements.

*The video should show:*

- ✓ **hair movement when gently shaken**
- ✓ **hair smoothness**
- ✓ **shine when turning the head**
- ✓ **no frizz**
- ✓ **natural finish without weighing down**

*Example video script:*

1. The model stands with her back to you.
2. The camera slowly moves down from top to bottom (showing the structure)
3. The model shakes her head slightly from right to left
4. The participant runs his hand along the length (one time!)
5. The camera moves to a side angle

## » WHAT IS NOT ALLOWED IN THE VIDEO:

- **fast camera rotation**
- **superimposed music (original sound only or no sound)**
- **shooting in the dark or yellow light**

| Nº | Criteria for nomination                        | Hair straightening and restoration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Maximum rating             |
|----|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| 1  | <b>Compliance with the selected technology</b> | <ul style="list-style-type: none"> <li>• correct selection of composition for a specific hair type</li> <li>• careful application and adherence to protocol</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 10 points                  |
| 2  | <b>Cleanliness of hair</b>                     | <ul style="list-style-type: none"> <li>• no fluffiness</li> <li>• smoothness</li> <li>• even texture along the entire length</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 10 points                  |
| 3  | <b>Shine and reflection of light</b>           | <ul style="list-style-type: none"> <li>• natural shine, non-greasy</li> <li>• uniform shine from roots to ends</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 10 points                  |
| 4  | <b>Evenness of straightening</b>               | <ul style="list-style-type: none"> <li>• no creases from a comb/iron</li> <li>• no "folds" at the junction of zones</li> <li>• uniform shape of the canvas</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 10 points                  |
| 5  | <b>Root zone treatment</b>                     | <ul style="list-style-type: none"> <li>• no break at the root</li> <li>• the roots are not overheated or burnt</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 10 points                  |
| 6  | <b>End treatment</b>                           | <ul style="list-style-type: none"> <li>• no burnt/dry ends</li> <li>• uniformity</li> <li>• natural hair movement</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 10 points                  |
| 7  | <b>Overall quality of recovery</b>             | <ul style="list-style-type: none"> <li>• disappearance of dryness and brittleness</li> <li>• hair became denser and more elastic</li> <li>• visual effect of "healthy hair"</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 10 points                  |
| 8  | <b>Naturalness of the result</b>               | <ul style="list-style-type: none"> <li>• no "weighting" effect</li> <li>• no stickiness</li> <li>• without excessive shine (varnish effect is a minus)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 10 points                  |
| 9  | <b>Degree of transformation</b>                | <ul style="list-style-type: none"> <li>• clear difference "before/after"</li> <li>• impressive, yet realistic result</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 10 points                  |
| 10 | <b>Execution safety</b>                        | <ul style="list-style-type: none"> <li>• no signs of scalp trauma</li> <li>• no signs of overheating or brittleness after the procedure</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 10 points                  |
|    | <b>Penalty points</b>                          | <ul style="list-style-type: none"> <li>• <b>uneven root treatment, kinks at the root</b></li> <li>• <b>burnt or dry ends</b></li> <li>• <b>gaps in length, uneven straightening</b></li> <li>• <b>too much shine (excess oil/styling)</b></li> <li>• <b>filters, portrait mode, light changes</b></li> <li>• <b>failure to comply with mandatory photo angles</b></li> <li>• <b>no macro shot of the ends</b></li> <li>• <b>different light "before" and "after"</b></li> <li>• <b>weak transformation or almost imperceptible result</b></li> <li>• <b>violation of safety regulations (overheating, traces of burning)</b></li> </ul> | <b>Max.<br/>-10 points</b> |

# DEEP HAIR RECONSTRUCTION

(cold/medicinal)

## » EXERCISE:

Nomination: "Deep reconstruction without straightening"

**The participant must undergo a full deep restoration procedure (treatment/cold reconstruction) on natural, bleached or damaged hair without the use of an iron, heat sealing or straightening technologies.**

The goal is to demonstrate improvement in the structure, density, elasticity and visual condition of the hair, without the straightening effect.



## » WHAT TYPE OF HAIR IS ACCEPTABLE FOR THIS WORK?

- natural hair (any level of damage)
- dyed hair
- bleached hair
- porous, dry, brittle, matte hair
- hair after chemical treatments (if more than 2 weeks have passed)
- hair with moderate to severe damage
- hair with a minimum amount of extensions (up to 20% of the length)

**The main thing is that the actual original damage must be visible.**

## » PROHIBITED FROM PERFORMING WORK: (DISQUALIFICATION)

- Fully extended hair (100% extensions)
- perukas and wigs; mannequins
- hair after Botox/keratin/nanoplasty performed less than 6 weeks ago
- hair with strong metallic deposits (dangerous for reconstructions)
- hair after a perm, if less than 14 days have passed
- hair that is already perfectly straight and healthy (no original problem = work not counted)

**Reason: It is impossible to assess the effect of restoration.**

## » WHAT THE PARTICIPANT MUST COMPLETE (MANDATORY TASK)

### ***The participant must:***

1. Choose a professional restorative composition based on your hair type
2. Perform a full cold protocol (no iron, no high temperature)
3. Apply the composition evenly, observing the zones (roots/length/ends)
4. Follow the instructions for exposure and rinsing.
5. Restore hydration/nutrition balance
6. Treat damaged areas separately (if necessary)
7. Show off a natural result without straightening

**Important: the final result should be vibrant, natural, without the lamination effect and without weighting.**

## » WHAT CAN BE USED: (PERMITTED MATERIALS)

**Any professional systems designed for cold reconstruction are permitted:**

- protein reconstructions
- collagen/amino acid reconstructions
- lipid repair treatments
- Bond-rebuilding systems:
  - OLAPLEX #1/#2
  - K18
  - FibrePlex
  - Brazilian Bond Builder
  - SmartBond
- Pre-bonding & post-bonding systems
- SPA therapy
- Deep Restorative Masks (Professional Line)
- Cold Protocols "REPAIR"

**The main thing: the composition must be professional**

## »» WHAT YOU CAN'T USE: (DISQUALIFICATION)

- iron / sealing / high temperatures
- a hair dryer with a brushing attachment that creates a straightening effect
- keratin compositions
- nanoplastics
- Hair Botox with a flat iron
- amino acid straightening
- hair lamination (provides an artificial effect)
- oils in large quantities (hide damage)
- styling (hairspray, wax, shine cream)
- procedures that give an artificial mirror shine

The result should be visible restoration, not “styling” or “straightening”.

## »» THE FINAL GOAL OF THE PARTICIPANT:

### **Show:**

- improving hair structure
- disappearance of brittleness
- density and elasticity
- reduction of porosity
- smoother texture
- shine and a lively, healthy appearance
- neat finishing of the ends
- natural hair movement

**In this case, the hair should not be straight, as after keratin/nanoplasty.**

| Nº | Criteria for nomination                                       | "Deep reconstruction without straightening"                                                                                                                                                                                                                                               | Maximum rating |
|----|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 1  | <b>Initial state and complexity of work</b>                   | <b>An assessment of how damaged the hair was BEFORE the procedure.</b><br>The more complex the original structure, the higher the value of the work.                                                                                                                                      | 10 points      |
| 2  | <b>Correctness of the choice of procedure and composition</b> | <b>The specialist must select the correct type of reconstruction for a specific hair type:</b><br><ul style="list-style-type: none"> <li>• protein</li> <li>• amino acids</li> <li>• bond repair</li> <li>• lipid repair</li> <li>• SPA treatment</li> </ul> Correct choice = high score. | 10 points      |
| 3  | <b>Quality of hair preparation (pre-treatment)</b>            | <b>Evaluated:</b> <ul style="list-style-type: none"> <li>• proper cleansing</li> <li>• preparation of the canvas</li> <li>• no sebum or styling residue</li> <li>• correct opening of the cuticle (if provided)</li> </ul>                                                                | 10 points      |
| 4  | <b>Uniformity of application of the composition</b>           | <b>The composition should be applied:</b> <ul style="list-style-type: none"> <li>• evenly along the length</li> <li>• without gaps</li> <li>• without overloading individual zones</li> <li>• the most damaged areas were treated separately</li> </ul>                                   | 10 points      |
| 5  | <b>Working with the root zone</b>                             | <b>The roots should be:</b> <ul style="list-style-type: none"> <li>• not overloaded</li> <li>• not greasy</li> <li>• not glued</li> <li>• without excess product layer</li> </ul>                                                                                                         | 10 points      |
| 6  | <b>Hair length treatment</b>                                  | <b>Evaluated:</b> <ul style="list-style-type: none"> <li>• disappearance of porosity</li> <li>• texture alignment</li> <li>• improved visual density</li> <li>• absence of "fluffy feathers"</li> </ul>                                                                                   | 10 points      |
| 7  | <b>Quality of end repair</b>                                  | A very important criterion, since the ends show the real quality of the restoration.<br><b>Evaluated:</b> <ul style="list-style-type: none"> <li>• elasticity</li> <li>• no dryness</li> <li>• minimizing breakage</li> <li>• neat, lively appearance</li> </ul>                          | 10 points      |
| 8  | <b>Level of structure restoration</b>                         | <b>The main criterion for nomination.</b><br><b>Evaluates:</b> <ul style="list-style-type: none"> <li>• density</li> <li>• elasticity</li> <li>• integrity of the canvas</li> <li>• smoothing out damage</li> <li>• feeling of "treated" hair</li> </ul> <b>No straightening effect!</b>  | 10 points      |

| Nº | Criteria for nomination                | "Deep reconstruction without straightening"                                                                                                                                                                                                                                                                                 | Maximum rating                   |
|----|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| 9  | <b>Glitter and light reflection</b>    | <b>The shine should be:</b> <ul style="list-style-type: none"> <li>• natural</li> <li>• fat-free</li> <li>• no laminating effect</li> <li>• uniform along the entire length</li> </ul>                                                                                                                                      | 10 points                        |
| 10 | <b>Natural result (natural finish)</b> | <b>Hair should look:</b> <ul style="list-style-type: none"> <li>• alive</li> <li>• light</li> <li>• movable</li> <li>• no "glass hair" effect</li> <li>• no ironed shine</li> </ul>                                                                                                                                         | 10 points                        |
|    | <b>Penalty points</b>                  | <ul style="list-style-type: none"> <li>• hair that is as smooth as after keratin treatment</li> <li>• ironed finish</li> <li>• strong oily shine (oil)</li> <li>• no actual damage in the BEFORE photo</li> <li>• filters or portrait mode</li> <li>• lack of macro shots of the ends</li> <li>• uneven recovery</li> </ul> | <b>Max.</b><br><b>-10 points</b> |



### **NO FILTERS, NO RETOUCHING, NO GLARE, SAME LIGHTING IN THE BEFORE AND AFTER PHOTOS.**

In this nomination, it is important to show the structure, condition, density and quality of the hair, and not the straightening.

#### **“BEFORE” PHOTO – 3 REQUIRED ANGLES**

##### **1. Rear angle**

- shooting strictly from behind;
- hair loose;
- the degree of damage, dryness, brittleness, porosity are visible;
- camera at the level of the middle of the head.

**Objective: to record the actual condition of the hair before restoration.**

##### **2. Side view**

- shooting from the right or left (the same side will be needed for the “after” photo);
- the difference in length, damaged areas, dry zones are visible;
- camera - at shoulder level.

**Purpose: To show the profile, texture and density of the hair.**

##### **3. Front view**

- shooting strictly from the front;
- two strands can be brought forward so that the condition of the face is visible;
- fluffiness, brittleness and unevenness are fixed.

**Objective: to show the frontal area and general condition of the hair.**

## **AFTER PHOTO - 5 ESSENTIAL ANGLES**

### **1. Back angle (exactly like “before”)**

- same angle and lighting;
- hair loose;
- the result should show an improvement in condition, shine, density, and a reduction in fluffiness;
- no straightening effect.

### **2. Side view (same side as “before”)**

- shooting at the same point;
- visible texture, shine, moisture, reduction of dryness.

### **3. Front view**

- hair is positioned naturally;
- visible improvement in quality, evenness of structure, natural shine;
- the model should not be styled with a hair dryer or brush.

### **4. Macro shot of the ends**

- close-up of the lower part of the hair;
- the condition of the ends after restoration is clearly visible;
- no frizz, brittleness or splitting.

**Objective: to demonstrate professional work with the most vulnerable area.**

### **5. Close-up of the root zone**

- view from above or at an angle;
- shows the absence of overload, correct application of the composition.

## **AFTER VIDEO REQUIREMENTS — 1 VIDEO**

### **Duration: 8–15 seconds.**

The video should show naturalness, mobility and improvement in hair condition without the straightening effect.

### **What should be in the video:**

- filming from behind
- slight movement of the model's head (right-left)
- soft hair movement without weighing it down
- natural shine
- lack of styling

### **What is NOT allowed:**

1. Iron and traces of straightening
2. Brushing or blow-drying
3. oil in large quantities
4. filters, retouching
5. Noisy LED lamps that create glare

### **The main objective of the photo/video in this nomination**

*Show that the master:*

- improved hair quality,
- restored the structure,
- eliminated dryness and brittleness,
- achieved elasticity and a healthy look without straightening