

ONLINE WORLD CHAMPIONSHIP «WBC»
WORLD BEAUTY CHAMPIONSHIP

REGULATIONS

Lami



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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, 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. 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 8, 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 brand of materials is chosen at the discretion of the participant.

Only professional materials are allowed.

22. The participant must write to us in direct on Instagram, if before the final of the championship - you change your nickname on Instagram.

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 NUDDITY 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 the 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!*

CHAMPIONSHIP NOMINATIONS

EYELASH LAMINATION

AGE-RELATED EYELASH LAMINATION

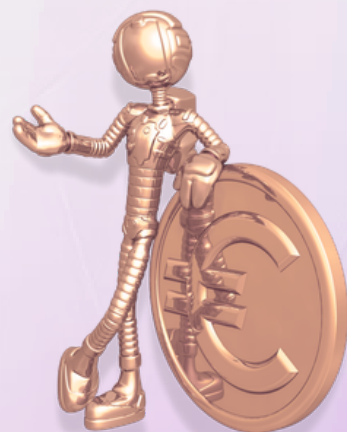
(uncategorized)

FANTASY IMAGE

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

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

*Except for 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 cup
+ opportunity to become a judge next season!**

HOW TO GET A PRIZE?

VERY SIMPLE!

» LAMIMAKER - participate in 2 different nominations.

1. Eyelash lamination

2. Age-related eyelash 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!

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.

REQUIREMENTS TO MODELS

- ➔ Models must be 18 years of age or older.
- ➔ Girls/women in all categories
- ➔ *In the nomination: Age lamination model age 45+*
- ➔ *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 prohibited to take a model with eyelid or inter-eyelash tattooing - otherwise disqualification.*
- ➔ *It is forbidden to photograph the model near diplomas/cups - where your full name is visible - otherwise disqualification.*

A PARTICIPANT CAN USE THE SAME MODEL IN DIFFERENT NOMINATIONS.

TASK FOR THE PARTICIPANT

Perform the lamination procedure on the model's natural eyelashes in accordance with professional technology and provide a photograph of the final result after all stages of the procedure are fully completed.

The work must demonstrate high-quality lamination of natural eyelashes, neat styling, uniform curl and correct direction of the eyelashes.

Requirements for the final result

After completing the procedure, the eyelashes should be:

- * Completely dry at the time of photographing.
- * Clean and tidy, without visible residues of working compounds.
- * Fluffy and separated from each other as much as possible.
- * Carefully combed, with uniform and controlled direction.
- * Evenly curled or raised in accordance with the chosen lamination technique.
- * No accidental lashes, overlapping lashes or untidy groupings.
- * Aesthetic and symmetrical, with a harmonious result on both eyes.

Forbidden

- * Create a wet look.
- * Intentionally gluing natural eyelashes into distinct clusters to simulate wet eyelashes.
- * Use gels, waxes or other products to create the effect of wet, glued eyelashes.
- * Imagine working with visually wet eyelashes or drops of liquid.
- * Intentionally altering the final result with styling products to create an undesirable wet look.

The use of finishing sealant and other finishing agents is permitted if they are provided for by the lamination technology, provided that the final result meets the nomination requirements.

What result is expected?

The final result should showcase dry, fluffy, neatly styled, and perfectly separated natural lashes with a beautiful, even curl. Each lash should be visually distinct. The result should look like a completed professional lamination procedure, without any intentional wet look or bunching of lashes.

PHOTO AND VIDEO ANGLES

In total, the folder should contain 12 photos, + 1 video + checklist.

PHOTO "BEFORE" THE PROCEDURE:

There should be 6 photos in total.

1 photo - With eyes open, the model sits up straight and looks straight into the camera, both eyes are visible (portrait).

2 photos - Model looks straight ahead, focus on eyelashes, each eye separately, eyebrow and eye in frame (photo of right and left eye).

1 photo - Model with closed eyelashes, both eyes are visible at once.

2 photos - Photo in profile of each eye, so that the growth of the eyelashes is clearly visible, the model looks strictly straight (photo of the right and left eye).

PHOTO "AFTER" THE WORK WAS COMPLETED:

There should be 6 photos in total.

1 photo - With eyes open, the model sits up straight and looks straight into the camera, both eyes are visible (portrait).

2 photos - Model looks straight ahead, focus on eyelashes, each eye separately, eyebrow and eye in frame (photo of right and left eye).

1 photo - Model with closed eyelashes, both eyes are visible at once.

2 photos - Photo in profile of each eye, so that the growth of eyelashes is clearly visible, the model looks strictly straight (photo of the right and left eye).

VIDEO AFTER: *(one video maximum 30 seconds)*

- Right eye close
- Left eye close
- Portrait

If you wish, you can add photos on the rollers.

- Good daylight, use ring lights, fluorescent lights, daylight.
- The use of any retouching programs 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 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")

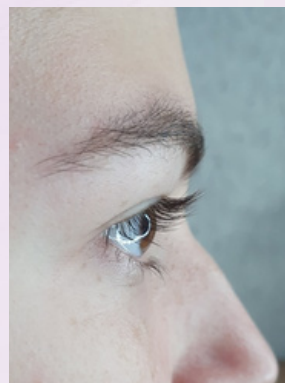
Checklist - must be filled in!

* Work will not be accepted without a completed checklist.

You can:

- fill in electronically;
- or print and fill out
- or write it by hand yourself.

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



**photo BEFORE*



**photo AFTER*



CHECKLIST EYELASH LAMINATION

Model Number _____

Category _____

1. Eye condition "BEFORE" (check the appropriate boxes or leave blank)

Damage to the eyelid _____

Redness of the whites of the eyes _____

Trimmed eyelashes (specify where) _____

2. Condition of eyelashes "BEFORE"

Length

Rows

Direction of growth

Up to 7 mm _____

8-9 mm _____

10 mm _____

11 mm _____

More than 11 mm _____

2-3 rows _____

4-5 rows _____

Down _____

Straight _____

Up _____

Bending

Color

Straight lashes _____

Slight curl _____

Strong curl _____

Dark _____

Light _____

3. The compositions, dyes, rollers used (company, color, holding time of the compositions)

Layout diagram (figure):



EXAMPLE OF A COMPLETED CHECKLIST « EYELASH LAMINATION »

Model Number 2123

Category JUNIOR

1. Eye condition "BEFORE" (check the appropriate boxes or leave blank)

Damage to the eyelid _____

Redness of the whites of the eyes _____

Trimmed eyelashes (specify where) _____

2. Condition of eyelashes "BEFORE"

Length

Rows

Direction of growth

Up to 7 mm _____

8-9 mm _____

10 mm _____

11 mm X

More than 11 mm _____

2-3 rows _____

4-5 rows X

Down X

Straight _____

Up _____

Bending

Color

Straight lashes _____

Slight curl X

Strong curl _____

Dark X

Light _____

3. The compositions, dyes, rollers used (company, color, holding time of the compositions)

ZOLA SET - 1 PREPARATION 10.10 | 2 PREPARATION 10.10

LEVISSIME PAINT 1-1 GRAPHITE 3 MIN

ACTIVATOR LEVISSIME 1.8%

Layout diagram (figure):

EVALUATION CRITERIA



NOMINATION: EYELASH LAMINATION

	"BEFORE" ratings	
1	Curl and direction of eyelashes (1-3b)	the less the curl of the eyelashes, the higher the score, the complexity of the initial state of natural eyelashes is assessed, direction - up to 3 points
2	Eyelash length (1-3b)	the longer the eyelashes, the higher the score - up to 3 points
3	Eyelash thickness (1-3b)	the thicker the eyelashes, the higher the score - up to 3 points

	"AFTER" Ratings	
1	General impression (1-10 points)	The harmony of the image, the correctness of the selection of the curl, the form of the layout are assessed - up to 10 points
2	Bending (1-10b)	The quality of the curl is assessed, a correctly selected roller is given up to 10 points
3	Smoothness of bending (1-10b)	smooth bending along the entire length without kinks up to 10 points
4	Symmetry (1-10b)	Direction, even eyelashes, parallel to each other up to 10 points
5	Working on the outer corner (1-5b)	no sagging, each eyelash is worked out to 5 points
6	Working on the inner corner (1-5b)	no sagging, each eyelash is worked out to 5 points
7	Color (1-5b)	the selection of the dye color to the model's color type is assessed - up to 5 points
8	Coloring (1-5b)	The saturation of the coloring, the uniformity of the coloring along the entire length are assessed - up to 5 points
9	Cleanliness of work (1-10 points)	there should be no residue of glue, paint, or third composition on the eyelids, in the inter-eyelash space, root zone, or on the eyelashes - up to 10 points
10	Fluffing (1-10b)	each eyelash should be separate from each other, eyelashes should not be strongly glued together - up to 10 points



NOMINATION: AGE-RELATED EYELASH LAMINATION

(not divided into categories 3 prize places) Model 45+

	"BEFORE" ratings	
1	Curl and direction of eyelashes (1-3b)	the less the curl of the eyelashes, the higher the score, the complexity of the initial state of natural eyelashes is assessed, direction - up to 3 points
2	Eyelash length (1-3b)	the longer the eyelashes, the higher the score - up to 3 points
3	Eyelash thickness (1-3b)	the thicker the eyelashes, the higher the score - up to 3 points

	"AFTER" Ratings	
1	General impression (1-10 points)	The harmony of the image, the correctness of the selection of the curl, the form of the layout are assessed - up to 10 points
2	Bending (1-10b)	The quality of the curl is assessed, a correctly selected roller is given up to 10 points
3	Smoothness of bending (1-10b)	smooth bending along the entire length without kinks up to 10 points
4	Symmetry (1-10b)	Direction, even eyelashes, parallel to each other up to 10 points
5	Working on the outer corner (1-5b)	no sagging, each eyelash is worked out to 5 points
6	Working on the inner corner (1-5b)	no sagging, each eyelash is worked out to 5 points
7	Color (1-5b)	the selection of the dye color to the model's color type is assessed - up to 5 points
8	Coloring (1-5b)	The saturation of the coloring, the uniformity of the coloring along the entire length are assessed - up to 5 points
9	Cleanliness of work (1-10 points)	there should be no residue of glue, paint, or third composition on the eyelids, in the inter-eyelash space, root zone, or on the eyelashes - up to 10 points
10	Fluffing (1-10b)	each eyelash should be separate from each other, eyelashes should not be strongly glued together - up to 10 points



NOMINATION: FANTASY IMAGE

** categories are not divided, 3 prize places are free, upon payment for 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:

Creating 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	General impression		1-10
2	Face Art (face painting)	The more complex the drawing, the higher the score.	1-10
3	Body Art (body tattoo)	The more complex the drawing, the higher the score.	1-10
4	Decoration of the eyelash area	It is allowed to use false eyelashes and any decoration. The more complex the decor, the higher the score.	1-10
5	Decorating the eyebrow area	The more complex the decor, the higher the score.	1-10
6	Face decoration	The more complex the decor, the higher the score.	1-10
7	Hairstyle	You can use any decor, false hair, More complex decor - higher score.	1-10
8	Costume		1-10
9	Submitting work		
Total score (maximum)			90