

ONLINE WORLD CHAMPIONSHIP «WBC»
WORLD BEAUTY CHAMPIONSHIP

REGULATIONS

Make up



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

Only professional materials may be used.

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:

- **Models with permanent makeup or microblading of lips, eyes and eyebrows, as well as tattoos and piercings are not allowed to participate and other permanent changes to the skin of the face, with extended eyelashes or eyebrows.**

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

WEDDING MAKEUP

SMOKY EYES. CLASSIC

FANTASY IMAGE

** without category, free, upon payment of participation for 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

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!

» **MAKE UP ARTIST - participate in 2 different nominations.**

1. Wedding makeup
2. SMOKY EYES. Classic

(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 at least 18 years of age.
- The model must be of pleasant appearance, with healthy facial skin, without any visual skin defects or dermatological diseases.
- • The model can only be female. Male models are prohibited.
- • Models with permanent makeup or microblading of lips, eyes and eyebrows, as well as tattoos, piercings and other permanent changes to the skin of the face, with extended eyelashes or eyebrows are not allowed to participate.
*(For violation of this rule the participant will be disqualified)
- • The model must be dressed in accordance with the nomination.
- • The model's hairstyle must be done in accordance with the nomination.

A PARTICIPANT CAN USE THE SAME MODEL IN DIFFERENT NOMINATIONS.

EVALUATION CRITERIA

+PHOTO\VIDEO ANGLES + CHECKLIST

WEDDING MAKEUP

» EXERCISE:

Create a bride's image.

- Makeup must meet the criteria and level of salon work.

This type of makeup can be described as a “real bride” look that can be offered to a commercial client in a salon.

» NECESSARILY:

In makeup, all stages must be completed:

- preparing the skin for makeup
- applying foundation
- modeling the shape of the face
- shaping the eyebrows, eyes, eyelash line, mucous membrane of the eyes and lips
- using classic salon makeup schemes with mandatory color transitions from the dark outer corner of the eye to the light.

» ALLOWED:

- use of cosmetics of any brands and brands, any textures and techniques (pencil, shadow, watercolor, cream, etc.)
- any makeup schemes, gluing eyelashes, etc. At the same time, the makeup must remain “wearable”.
- use of any cosmetics (face painting, gel, dry, oily, creamy, liquid textures, tents, etc.)



FORBIDDEN:

The following is prohibited in the nomination:

- a design or elements of a design on the face and body;
- use of decor (rhinestones, glitter, etc.) and decorative elements, accessories that do not correspond to the nomination;
- using red shades of lipstick on the lips.
- 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 ANGLES

In total, the participant sends 3 photographs. Portraits.

The position of the model's face should allow one to assess the symmetry of the makeup.

PHOTO "BEFORE" - "AFTER" THE PROCEDURE:

1 photo, "BEFORE" the work is completed.

- Model with open eyes.

2 photos "AFTER" the work is completed.

- Model with open eyes.
- Model with closed eyes.

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

EVALUATION CRITERIA

No.	Criteria	Points
1	Matching makeup to image	1-10
2	Cleanliness of shading and lines	1-10
3	Face correction/modeling	1-10
4	Correction/modeling of individual facial parts (eyebrows, lips, eyes)	1-10
5	Choosing a Makeup Scheme	1-10
6	Color scheme	1-10
	Penalty points	maximum minus 10
	Total score (maximum)	60

SMOKY EYES. CLASSIC

» EXERCISE:

It is necessary to perform commercial makeup "Smoky eyes" in the classic version:

- base shadows – matte black, transition to skin tone – through matte brown shadows.
- Makeup must meet the criteria and the level of salon work.

The makeup artist must correctly select the appropriate eye makeup scheme for the model, depending on the model's face, shape and eye position.

» NECESSARILY:

In makeup, all stages must be completed:

- preparing the skin for make-up, applying foundation,
- modeling the shape of the face, shaping the eyebrows, eyes, eyelashes, mucous membranes, eyes and lips.

The model's clothing and hairstyle must be in accordance with modern fashion trends.

» ALLOWED:

- use of shadow, pencil, cream techniques;
- applying makeup to the eye area without going beyond this area.

FORBIDDEN:

- use of mother-of-pearl powders and mica;
 - a drawing or elements of a drawing on the face and body, face art;
 - use of decor (rhinestones, glitter, etc.) and decorative elements, accessories that do not correspond to the nomination.
 - 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"

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4	Correction/modeling of individual facial parts (eyebrows, lips, eyes)	1-10
5	Choosing a Makeup Scheme	1-10
6	Color scheme	1-10
	Penalty points	maximum minus 10
	Total score (maximum)	60

FANTASY IMAGE

** without category, free, upon payment of participation for 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