

Lash and Brow Masters competition 2025

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Objectives of the Competition

The Lash and Brow Masters Award is an independent professional competition created by the Beauty Profs Exhibition to promote the profession of Lash and Brow Stylists and to reward the best talents in the industry.

This competition is supported by several leading brands in the sector, which have joined forces to promote the event, participate in the organization, and sponsor the competition.

Floor judges do not grade contestants – except for awarding 5 points for cleanliness. Models are judged anonymously outside the competition area, according to a precise scoring system.

All judges are recognized master trainers in the profession, coming from diverse backgrounds. They volunteer their time entirely.

2. Competition Venue and Dates – Marseille 2025

The competition will take place at the **Beauty Profs Exhibition in Marseille**.

Venue Address:

Parc des Expositions de Marseille Chanot, Rond-Point du Prado, Marseille 8th District, France

Competition Dates:

- **Saturday, November 15, 2025** (08:00 – 17:50)
- **Sunday, November 16, 2025** (08:00 – 16:00)

Contestants may check the exact schedule for each event in the timetable included in this document.

3. Competitor Arrival Procedure and Setup

Competitor Arrival Procedure and Setup

Only competitors who have registered online via **beauty-profs.com** will be admitted to participate in the competition events. **No on-site registration** will be allowed. Contestants must also download a free invitation in order to access the exhibition.

A **priority welcome** will be provided from 08:00 each day for contestants and models registered in the first event of the day. They must proceed directly to the competition area. Since the exhibition is not yet open to the public, they are strictly forbidden from walking through the aisles or entering exhibitor booths.

For all other events during the day, contestants and their models must report directly to the **judges' desk in the competition area** at least **45 minutes before the start of their event**, carrying valid identification. Contestants who respect this schedule will be granted **30 minutes of setup time** in the competition area.

Upon arrival, each contestant will receive an envelope containing:

- A specific badge valid for the entire duration of the competition
- A contestant number
- Identification labels for their model(s), bearing a number that links the model to the judges' score sheet

Models will also be provided with a **visitor badge** on-site. They do not need to download an exhibition invitation unless they are beauty professionals themselves.

No contestant is allowed to enter the competition area unless invited by a floor judge.

Access to the competition area :

Contestants may enter **30 minutes before the start of their event** in order to set up their workstation (lamp, cushion, blanket, etc.) and prepare the necessary products by placing them on the designated table.

 Once the event has started, it will be strictly forbidden to open cases, bags, or access any material that was not already laid out in advance.

Contestants arriving late will have their setup time reduced accordingly.

No product application or preparation on the model is allowed before the official start of the event. Violation of this rule will result in a **10-point penalty**.

No contestant will be admitted once an event has officially started.

4. Competition Registration

Registrations for the events must be completed **exclusively online** through the official website: **beauty-profs.com**, starting from **July 9, 2025**.

The **registration deadline** is **November 5, 2025**.

It is possible to register for **multiple events**. Depending on the number of events selected, **special pricing conditions** will apply (see fee schedule).

5. Competitors

The **minimum age requirement** for both contestants and models is **18 years old**.

Participants who are **under 18 at the time of the competition** must provide **written parental authorization** to be allowed to compete.

Equipment Provided – Authorized Equipment

The organization will provide each contestant with:

- One beauty table for the model
- One chair for the contestant
- One table for products and equipment
- One 220-volt electrical outlet

It is strictly forbidden to place **abrasive or bleaching products** directly on the table without adequate waterproof protection, which must be provided by the contestant. In case of an accident, any glue or dye residue must be immediately cleaned by the contestant.

Contestants are allowed to bring:

- All professional tools and products necessary for their competition event. ⚠ Only products with original labels compliant with **European cosmetic regulations** are permitted.
- Hygiene products such as hydroalcoholic solution or hand wipes, wipes to clean the table after use, etc.
- A work lamp compliant with French electrical standards + an extension cord (headlamps recommended).
- Optional: a cushion and blanket for the model.
- Optional: a mobile phone set to airplane mode.

The use of the mobile phone is only authorized to check the time, except during the **Lash Lift event** (photos are required in this event).

Bags, suitcases, or trolleys with wheels may remain in the competition area provided they are closed and placed under the table. Contestants will not be allowed to access them during the event.

Each station must be left perfectly clean for the following contestants. Eating in the competition area is prohibited, except for candies or small, non-messy snacks (such as cereal bars or fruit purée pouches). Drinks must be in bottles with caps.

⚠ Alcohol and open cups/glasses are prohibited.

Contestants must not leave any trash or waste in the competition area.

Competition judges will check equipment compliance before the start of the event. Once the workstation has been approved, it will be strictly forbidden to remove any product, equipment, water, or food without a judge's authorization.

⚠ Violation will result in a **10-point penalty**.

8. Image Rights

Each contestant and model, by registering and/or participating, **automatically authorizes** the organizer to take photographs and videos during the competition.

These images may be used freely by the organizer for **promotional, advertising, and communication purposes** (print, digital, and social media) without any financial compensation.

No claims regarding the use of these images can be made by contestants or models.

9. Competition Tests

The competition is divided into several **practical tests**, each corresponding to a specific discipline in lash and brow artistry.

- Each test has its **own rules and evaluation criteria**, detailed in the dedicated sections of this regulation.
 - Contestants must **strictly follow the instructions and timing** set for each test.
 - The organizer reserves the right to **modify or adapt the tests** depending on technical or organizational requirements, while ensuring fairness between all participants.
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10. Scoring

- Each competition test is evaluated according to a **detailed scoring grid** specific to the discipline.
 - The evaluation criteria include both **technical execution** (precision, symmetry, cleanliness, safety, etc.) and **artistic aspects** (creativity, harmony, overall impression).
 - Each criterion is assigned a **specific number of points**, and the sum of these points determines the contestant's final score.
 - The **jury's decision is final** and cannot be contested.
 - In the event of a tie, the candidate with the highest score in the **technical criteria** will be declared the winner.
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11. Awards

The awards ceremony will take place at the Beauty Profs exhibition on Sunday, November 16, 2025, at 4:30 PM.

The top three winners in each test will be nominated and will receive a certificate of achievement and a medal.

The “Best Lash Artist 2025” award will be granted to the contestant who has achieved the highest total score across both the Classic (1:1) and Russian Volume tests. The winner will receive a trophy, a certificate, and gifts offered by sponsoring brands.

The “Lash and Brow Master 2025” award will be granted to the contestant with the highest overall score across the entire competition. This winner will also receive a trophy, a certificate, and gifts offered by sponsoring brands.

All contestants will receive a certificate of participation.

12. Participation Fees

- Each candidate must pay the registration fee to validate their participation.
- Payment must be made before the competition, according to the instructions provided by the organizer.
- Registration fees are non-refundable, except in cases of proven force majeure or cancellation of the competition by the organizer.
- Any additional costs (travel, accommodation, meals, etc.) are the responsibility of the candidates.

Registration fees are **personal and non-refundable**.

Competition entry fees :

- 1 test: €50
- 2 tests: €90
- 3 tests: €105
- 4 tests: €120
- 5 tests: €150

In the event of **cancellation of the competition by the organizer due to force majeure**, participation fees will be refunded.

13. General Provisions

- The competition is organized in compliance with current safety and hygiene regulations.
 - Each candidate is responsible for their own equipment, materials, and personal belongings. The organizer cannot be held responsible in case of loss, theft, or damage.
 - The organizer reserves the right to modify the rules, schedule, or procedures if necessary, in order to ensure the smooth running of the competition.
 - Any form of cheating, fraud, or non-compliance with the rules will result in immediate disqualification of the candidate, without refund of fees.
 - By registering, candidates fully accept the rules of the competition and commit to respecting them.
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14. General Competition Schedule

- The detailed competition schedule will be communicated to all registered candidates before the event.
- Each candidate must arrive at the venue at the time indicated by the organizer in order to proceed with registration and installation.
- The start and end times of each test will be strictly respected. Any delay will result in a penalty or disqualification.
- Breaks will be scheduled between certain tests. The duration of these breaks must be respected by all candidates.
- The award ceremony will take place at the end of the competition, at the time and location specified in the final program.

DAY 1 : Saturday, November 15, 2025: 8:00 AM – 5:15 PM

- **08:00 AM** – Welcome of competitors and models for the **RUSSIAN VOLUME 2/3D** test
- **08:15 AM** – Entry to the competition area and setup
- **08:45 AM** – Start of the **RUSSIAN VOLUME 2/3D EXTENSIONS** test
- **11:45 AM** – End of the **RUSSIAN VOLUME 2/3D EXTENSIONS** test
Break

- **01:30 PM** – Welcome of competitors and models for the **RUSSIAN VOLUME 4/6D** test
 - **01:45 PM** – Entry to the competition area and setup
 - **02:15 PM** – Start of the **RUSSIAN VOLUME 4/6D** test
 - **05:15 PM** – End of the **RUSSIAN VOLUME 4/6D** test
Judging of RUSSIAN VOLUME 4/6D
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DAY 2 : Sunday, November 16, 2025: 8:00 AM – 2:45 PM

- **08:00 AM** – Welcome of competitors for the **CLASSIC ONE BY ONE EXTENSIONS** test
 - **08:15 AM** – Entry to the competition area and setup
 - **08:45 AM** – Start of the **CLASSIC ONE BY ONE EXTENSIONS** test
 - **10:45 AM** – End of the **CLASSIC ONE BY ONE EXTENSIONS** test
Break
 - **11:45 AM** – Welcome of competitors for the **LASH LIFT** test
 - **12:00 PM** – Entry to the competition area and setup
 - **12:30 PM** – Start of the **LASH LIFT** test
 - **01:15 PM** – Welcome of competitors for the **BROW LIFT** test
 - **01:30 PM** – Entry to the competition area and setup
 - **02:00 PM** – End of the **LASH LIFT** test / Start of the **BROW LIFT** test
 - **02:45 PM** – End of the **BROW LIFT** test
 - **04:30 PM** – Awards Ceremony
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15. Lash Lift

Schedule : Sunday, November 16, 2025

- Start of registration: 12:00 PM (priority salon entry)
- Setup in the competition area: 12:15 PM
- Duration of the test: 1h30 (90 minutes)
- Professional categories: all categories combined

Objective :

Demonstrate your ability to work with natural lashes, to choose the correct curl form, and to achieve a harmonious and uniform result across the entire lash line. Perform a lash tint that is aesthetic and of high quality. Comply with all hygiene and safety rules.

For this test, the model must be photographed twice by the competitor :

- At the start of the test (before any product application)
- After the lashes have been fixed onto the pad (glue applied)

The photos must be taken from the front, with the model lying on the massage table, head in close-up, and with the model's number clearly visible.

The photos will be sent to the designated floor judge on-site and used for scoring.

Rules

All general competition rules apply.

- The model must not wear any distinctive sign or branded clothing that could allow judges to identify the competitor, a brand, or a team.
- The model must be female and have no contraindications to the procedure.
- The model must present with natural, clean, and healthy lashes.
- The model must not wear any makeup on the lashes or eyelids.
- The model must not wear eyelash extensions or permanent makeup such as eyeliner.
- Light makeup on the complexion and lips is allowed.
- The model must not have had a lash lift or tint within the past two months. They must also not have had their lashes laminated before the competition. Otherwise, a penalty of up to 50% of the points may be applied. The head judge has the authority to decide on this matter.
- Before the start of the competition, a judge will examine the model by checking for skin lesions, redness in the whites of the eyes, damage to the natural lashes, absence of artificial or lifted lashes, and the natural lash condition.
- The work is carried out on both eyes, only on the upper lashes.

- Only professional products and tools commonly used for lash lifting and lash tinting are allowed. Keratin boosters are permitted.
 - All brands of lash lift and tint products are allowed.
 - Unlabeled products are prohibited.
 - The competitor must use only water-soluble glue; glue balm is prohibited.
 - During the competition, the competitor is not allowed to pull out or cut the model's natural lashes.
 - The competitor must use a black tint (classic tint).
 - Henna and semi-permanent mascara are prohibited.
 - **Maximum points available in this competition: 80.**
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Scoring Criteria and Point Distribution on Model (maximum 60 points)

- **Overall impression** (10 points)
 - **Cleanliness of work:** There must be no traces of tint, glue, or product in the inter-lash area, on the lashes, around the eyes, on the skin and eyelids, or on the mucous membrane (5 points).
 - **Complexity of execution:** Assessed before the start of the competition by examining the natural lashes (length, thickness, and growth direction). The more difficult the natural lashes, the higher the score (5 points).
 - **Curl symmetry:** The direction of the lashes in the inner and outer corners must be identical on both eyes (10 points).
 - **Lash direction:** All lashes must be parallel to each other. Lashes must not cross or form an X (10 points).
 - **Tinting:** Application must be even from root to tip (10 points).
 - **Lash separation:** Separation must be perfect. No lashes stuck together (10 points).
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Scoring Criteria and Point Distribution on Photos (maximum 20 points)

- **Correct pad choice:** The pad must not be too large or too small compared to the natural lashes (5 points).
 - **Placement of lashes on the pad:** Lashes must be placed perpendicularly (5 points).
 - **Stretching of lashes on the pad** (5 points).
 - **Amount of glue on the lashes during placement** (5 points).
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Penalty Points

- **Eye redness:** -5 points
 - **Broken tips:** -1 point per lash
 - **Bent tips:** -1 point per lash
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16. Brow Lift

Competition Date: Sunday, November 16, 2025, from 2:00 PM to 2:45 PM

Registration Start: 1:15 PM

Setup in the Competition Area: 1:30 PM

As an exception to the general rules, competitors and models participating in both the Lash Lift and Brow Lift events consecutively will remain in the competition area. There will be no break time. The two events will follow one after the other directly, and the models will be judged for both events simultaneously at the end of the second event.

Duration of the Event: 45 minutes

Professional Categories: All categories combined

Objective : Demonstrate the ability to restructure and enhance an eyebrow using the Brow Lift technique.

Rules

All general competition rules apply.

- The model must not wear any distinctive signs or branded clothing that could link them to the competitor, a brand, or a team.
- The model must be female and must not have any contraindications to the procedure.
- The model must present with **natural, clean, and healthy eyebrows**.
- The model must not wear any makeup on the eyebrows or surrounding skin.
- The model must not have undergone brow lamination, tinting, or permanent makeup in the past two months at minimum. Otherwise, a penalty of up to 50% of the total score may be applied. The head judge has the final decision on this matter.
- Before the start of the test, a judge will examine the model, checking for skin lesions, irritation, redness, or previous eyebrow modifications.
- The work is performed on **both eyebrows**.
- Only professional products and tools commonly used for brow lifting and brow tinting are permitted. Keratin boosters are allowed.

- All brands of brow lift and brow tint products are allowed.
 - Unlabeled products are strictly prohibited.
 - The competitor must use **classic eyebrow tint** in natural tones (black, brown, light brown, blond).
 - Henna and semi-permanent eyebrow makeup are prohibited.
 - Competitors may not cut or shave the model's natural eyebrows.
 - Maximum points available in this competition: **80**.
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Scoring Criteria and Point Distribution on Model (maximum 60 points)

- **Overall impression** (10 points)
 - **Cleanliness of work:** No traces of tint, glue, or products on the skin, eyebrows, or surrounding areas (5 points).
 - **Complexity of natural brows:** Evaluated before the start of the test (density, thickness, hair direction). The more challenging the natural brows, the higher the score (5 points).
 - **Symmetry of shape:** Both eyebrows must be identical in design and length (10 points).
 - **Direction of brow hairs:** Hairs must be aligned in the same direction, without crossing or disorder (10 points).
 - **Tinting:** Even and uniform application from root to tip (10 points).
 - **Separation of hairs:** Perfect separation with no clumps (10 points).
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Scoring Criteria and Point Distribution on Photos (maximum 20 points)

- **Correct choice of tools and pads, if applicable** (5 points).
 - **Placement and alignment of hairs** (5 points).
 - **Uniform stretching and setting of hairs** (5 points).
 - **Quantity of product applied** (5 points).
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Penalty Points

- **Redness or skin irritation:** -5 points
 - **Broken hairs:** -1 point per hair
 - **Bent or twisted hairs:** -1 point per hair
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17. Russian Volume Extensions 2/3D Rules

Competition Date: Saturday, November 15, 2025, from 8:45 AM to 11:45 AM

Registration Start: 8:00 AM

Setup in the Competition Area: 8:15 AM

Duration of the Event: 3 hours (180 minutes)

Objective : To perform a complete, harmonious, and aesthetic eyelash extension application using the so-called "Russian Volume" method (fan application), with each eyelash fan being created manually by the competitor during the event.

Rules

All general competition rules apply.

- The model must not wear any distinctive signs or branded clothing that could link them to the competitor, a brand, or a team.
 - The model must be female and must not have any contraindications to the procedure.
 - The model must present with **natural, clean, and healthy eyelashes**.
 - The model must not wear makeup on the eyelashes or eyelids.
 - The model must not have eyelash extensions, lash lift, or permanent eyeliner makeup at the time of the competition.
 - A light foundation and lip makeup are allowed.
 - The model must not have undergone lash lifting, tinting, or lamination within the last two months. Otherwise, a penalty of up to 50% of the total score may be applied. The head judge has the final say.
 - Before the competition begins, a judge will examine the model, checking for skin lesions, eye redness, natural lash health, absence of artificial lashes, and lash growth complexity.
 - Work is done on **both eyes, upper lashes only**.
 - Only professional products and tools commonly used for Russian volume extensions are allowed.
 - All eyelash extension brands are authorized.
 - Unlabeled products are prohibited.
 - During the test, the competitor may not cut, pull, or damage the model's natural lashes.
 - The competitor must work with **2D or 3D handmade fans** (no premade fans are allowed).
 - Maximum points available in this competition: **100**.
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Scoring Criteria and Point Distribution on Model (maximum 80 points)

- **Overall impression** (10 points)
 - **Cleanliness of work:** no traces of glue on lashes, eyelids, or skin (5 points).
 - **Complexity of natural lashes:** evaluated before the start of the test (length, thickness, and direction of natural lash growth). The more challenging the lashes, the higher the score (5 points).
 - **Symmetry of application:** equal distribution and identical density on both eyes (10 points).
 - **Direction of extensions:** all extensions must be parallel, without crossing or forming an X (10 points).
 - **Correct fan application:** bases must be neatly placed, with no visible glue clumps (10 points).
 - **Curl symmetry:** curls must be identical on both eyes, including inner and outer corners (10 points).
 - **Length transition:** gradual, harmonious design across the lash line (10 points).
 - **Separation of lashes:** no stuck or clumped lashes, clean isolation (10 points).
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Scoring Criteria and Point Distribution on Photos (maximum 20 points)

- **Consistency of fan size** (5 points).
 - **Correct placement on the natural lash** (5 points).
 - **Even distribution of extensions** (5 points).
 - **Glue control (no excess visible)** (5 points).
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Penalty Points

- **Redness of the eyes:** -5 points
 - **Broken natural lashes:** -1 point per lash
 - **Improperly bonded bases:** -1 point per lash
 - **Uneven direction of lashes:** -1 point per lash
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18. Russian Volume Extensions 4/6D Rules

Competition Date: Saturday, November 15, 2025, from 2:15 PM to 5:15 PM

Registration Start: 1:30 PM

Setup in the Competition Area: 1:45 PM

Duration of the Event: 3 hours (180 minutes)

Objective : To perform a complete, harmonious, and aesthetic eyelash extension application using the so-called "Russian Volume" method (fan application), with each eyelash fan being created manually by the competitor during the event.

Rules

All general competition rules apply.

- The model must not wear any distinctive signs or branded clothing that could link them to the competitor, a brand, or a team.
 - The model must be female and must not have any contraindications to the procedure.
 - The model must present with **natural, clean, and healthy eyelashes**.
 - The model must not wear makeup on the eyelashes or eyelids.
 - The model must not have eyelash extensions, lash lift, or permanent eyeliner makeup at the time of the competition.
 - A light foundation and lip makeup are allowed.
 - The model must not have undergone lash lifting, tinting, or lamination within the last two months. Otherwise, a penalty of up to 50% of the total score may be applied. The head judge has the final say.
 - Before the competition begins, a judge will examine the model, checking for skin lesions, eye redness, natural lash health, absence of artificial lashes, and lash growth complexity.
 - Work is done on **both eyes, upper lashes only**.
 - Only professional products and tools commonly used for Russian volume extensions are allowed.
 - All eyelash extension brands are authorized.
 - Unlabeled products are prohibited.
 - During the test, the competitor may not cut, pull, or damage the model's natural lashes.
 - The competitor must work with **4D, 5D, or 6D handmade fans** (no premade fans are allowed).
 - Maximum points available in this competition: **100**.
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Scoring Criteria and Point Distribution on Model (maximum 80 points)

- **Overall impression** (10 points)
 - **Cleanliness of work:** no traces of glue on lashes, eyelids, or skin (5 points).
 - **Complexity of natural lashes:** evaluated before the start of the test (length, thickness, and direction of natural lash growth). The more challenging the lashes, the higher the score (5 points).
 - **Symmetry of application:** equal distribution and identical density on both eyes (10 points).
 - **Direction of extensions:** all extensions must be parallel, without crossing or forming an X (10 points).
 - **Correct fan application:** bases must be neatly placed, with no visible glue clumps (10 points).
 - **Curl symmetry:** curls must be identical on both eyes, including inner and outer corners (10 points).
 - **Length transition:** gradual, harmonious design across the lash line (10 points).
 - **Separation of lashes:** no stuck or clumped lashes, clean isolation (10 points).
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Scoring Criteria and Point Distribution on Photos (maximum 20 points)

- **Consistency of fan size** (5 points).
 - **Correct placement on the natural lash** (5 points).
 - **Even distribution of extensions** (5 points).
 - **Glue control (no excess visible)** (5 points).
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Penalty Points

- **Redness of the eyes:** -5 points
 - **Broken natural lashes:** -1 point per lash
 - **Improperly bonded bases:** -1 point per lash
 - **Uneven direction of lashes:** -1 point per lash
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20. Classic Lash Extensions Rules

Competition Date: Sunday, November 16, 2025, from 8:45 AM to 10:45 AM

Registration Start: 8:00 AM

Setup in the Competition Area: 8:15 AM

Duration of the Event: 2 hours (120 minutes)

Objective : To perform a complete, harmonious, and aesthetic eyelash extension application using the so-called "classic one-by-one" method (fan application prohibited), with each eyelash extension applied to one natural lash by the competitor.

Rules

All general competition rules apply.

- The model must not wear any distinctive signs or branded clothing that could link them to the competitor, a brand, or a team.
 - The model must be female and must not have any contraindications to the procedure.
 - The model must present with **natural, clean, and healthy eyelashes**.
 - The model must not wear makeup on the eyelashes or eyelids.
 - The model must not have eyelash extensions, lash lift, or permanent eyeliner makeup at the time of the competition.
 - A light foundation and lip makeup are allowed.
 - The model must not have undergone lash lifting, tinting, or lamination within the last two months. Otherwise, a penalty of up to 50% of the total score may be applied. The head judge has the final say.
 - Before the competition begins, a judge will examine the model, checking for skin lesions, eye redness, natural lash health, absence of artificial lashes, and lash growth complexity.
 - Work is done on **both eyes, upper lashes only**.
 - Only professional products and tools commonly used for classic lash extensions are allowed.
 - All eyelash extension brands are authorized.
 - Unlabeled products are prohibited.
 - During the test, the competitor may not cut, pull, or damage the model's natural lashes.
 - The competitor must apply **one extension to one natural lash** (no volume fans allowed).
 - Maximum points available in this competition: **100**.
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Scoring Criteria and Point Distribution on Model (maximum 80 points)

- **Overall impression** (10 points)
 - **Cleanliness of work:** no traces of glue on lashes, eyelids, or skin (5 points).
 - **Complexity of natural lashes:** evaluated before the start of the test (length, thickness, and direction of natural lash growth). The more challenging the lashes, the higher the score (5 points).
 - **Symmetry of application:** equal distribution and identical density on both eyes (10 points).
 - **Direction of extensions:** all extensions must be parallel, without crossing or forming an X (10 points).
 - **Base bonding:** extensions must be precisely attached without visible glue clumps (10 points).
 - **Curl symmetry:** curls must be identical on both eyes, including inner and outer corners (10 points).
 - **Length transition:** harmonious design across the lash line (10 points).
 - **Separation of lashes:** no stuck or clumped lashes, clean isolation (10 points).
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Scoring Criteria and Point Distribution on Photos (maximum 20 points)

- **Consistency of length and curl** (5 points).
 - **Correct placement on the natural lash** (5 points).
 - **Even distribution of extensions** (5 points).
 - **Glue control (no excess visible)** (5 points).
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Penalty Points

- **Redness of the eyes:** -5 points
 - **Broken natural lashes:** -1 point per lash
 - **Improperly bonded bases:** -1 point per lash
 - **Uneven direction of lashes:** -1 point per lash
-