



*Second Edition online*

Premise: the purpose of the competition is to be a springboard for one's professional growth, to have one's work evaluated by expert, international judges and to learn from one's mistakes.

We have always been taught that we learn from our mistakes, so this is an opportunity not to be missed, because any negative judgments do not necessarily have to be taken badly by the competitor, but as mentioned they must be a stimulus to improve and grow.

We have introduced for the first time, in a Lash & Brow championship regulation, the possibility (first edition) for the competitor who has won the highest number of nominations, to become, in addition to the Queen of the category, also a judge for the next event organized by our company, for the same category in which she had competed. A unique opportunity for growth, a prize that is worth more than a trophy to display in your showcase. We realized that the Lashmakers, even if they win numerous nominations in the same competition, would have nothing but many trophies, nothing more. Also in this edition we will give the opportunity to become Queen and Judge in the next edition, the minimum requirement is to register and participate with at least 7 nominations.

We have kept a short but strict regulation in this type of competition dictating strict rules both for the participants, but especially for the judges. Four categories: JUNIOR (0/18 months) – EXPERT (18/36months) – PROFESSIONAL (36 months and over) – ELITE (trainers and judges).

We will respect the privacy of each participant by maintaining the anonymity of all participants until the end of the competition, that is the awards ceremony, after which each participant will receive their own evaluation sheets and only they will know the score of their work.

With the certainty that you will be one of us, we wish you a good reading of the rules of the Second Edition "Italian Lash Festival".

## **1. TERMS AND CONDITIONS OF REGISTRATION**

**Registrations will be open from 01-05-2025 until 30-11-2025**

To participate in the championship it is necessary to send the following documentation:

- ◆ Championship registration form, completed and signed.
- ◆ Copy of the first certificate of participation in the professional course for the reference nomination (the first certificate for the category Classic Lashes, Pre-Made yy Pre-Made W, Wet Lashes, Volume Lashes, Lash Lift, Brow Lift, Men's Lamination). For Mega Volume Lashes, Color Lashes, Creative styling, the first volume certificate is sufficient, only for Pre-Made YY, Pre-Made W and Wet Lashes can a specific certificate be inserted showing the date of the reference course, if a specific certificate is not presented, reference will be made to the first certificate obtained at the beginning of the career or "One to One". For Special Styling Lady of Christmas, reference is made only and exclusively to the one to one certificate.
- ◆ Championship regulations, completed and signed.
- ◆ Copy of payment accounting.
- ◆ Photo of the participant to be published on social media (mandatory)

The application and the works must be delivered no later than 30/11/2025 at 08:00 in the morning to the following address

e-mail: [italianlashfestival@gmail.com](mailto:italianlashfestival@gmail.com) .

**All registration documentation, including the participant's photo and certificates must be attached and sent in a single email. .**

**Subsequently, emails of the works can be sent exclusively through WETRANSFER.COM,**

The participant will receive a whatsapp message confirming registration, after the organizer has verified the insertion of all the data and documents required, as well as the payment.

## **2. PARTICIPATION FEE**

The participant must pay the registration fee using the payment methods indicated in the registration form.

The total amount of the fee varies depending on the number of nominations you wish to participate in.

### **Cost of NOMINATIONS:**

- €50.00 one nomination,
- €90.00 two nominations,
- From the 3rd additional nomination the cost of each will be €35.00.
- All nominations €420.00 (12 nominations €35 X 12 = €420.00)

### **PRE-SALE**

**From 01/05/2025 until 01/06/2025, each nomination will cost €35.00.**

All nominations on pre-sale at €300.00 (12 nominations €25 X 12 = €300.00).

## **3. CHOICE OF REGISTRATION CATEGORY**

Four different categories based on the experience level of the competing participant: Junior, Expert, Professional, Elite.

- 1- **JUNIOR: (0/18 months)** reserved for all participants with less than 18 months of experience, or who at the date of registration have not obtained the first certificate for the category for which they are participating for more than 18 months and zero days). Only for Special Styling 0/24 months.
- 2- **EXPET: (18/36 months)** reserved for all participants with an experience greater than 18 months and less than 36 months, or who at the date of registration have obtained the first certificate for the category for which they are participating from 18 months and one day, up to 36 months and zero days. Only for Special Styling 24 months and one day and over.
- 3- **PROFESSIONAL (from 36 months):** reserved for all participants with a minimum of 36 months and one day of experience and who have never taught and/or judged up to the date of registration.
- 4- **ELITE:** reserved for trainers, academies and judges, and to all those who, on the closing date for registrations, i.e. 11/30/2025, are trainers, have ever taught or judged in other competitions. That is, a participant who, having registered in one of the previous categories, is a trainer for a company even if she has not yet started teaching courses, will be automatically included in this category if the organization of Italia Lash Festival is made aware of this result, by the participant or by any participant or judge who communicates it.

**The Special Styling nomination has only two categories: JUNIOR and EXPERT**

**JUNIOR: (0/24 MONTHS):** reserved for all participants who, at the date of registration, have not obtained the first One To One certificate for more than 24 months

**EXPERT (24 months and over):** reserved for all participants who, at the date of registration, have obtained the first One To One certificate for more than 24 months and one day.

#### 4. EXCLUSION AND/OR DISQUALIFICATION

- All data, the category chosen in the registration form and the works transmitted are to be considered true until proven otherwise, which can be asserted by each participant, judge or organizing member of the championship in question, within and no later than 5 days from the conclusion of the event. After this deadline, no complaints or re-examination of the registrations to the categories or for works already judged as winners in other competitions will be accepted.

- The organizers, to the extent of their possibilities, cannot be held responsible for any declarations that do not correspond to the truth and will carry out checks on the veracity of the data provided by the participants and will verify the correspondence of the chosen category based on the certificates sent and any communications from anyone who has an interest in ensuring that the participant is registered in the correct category.

For any false or mendacious declarations by a participant, for which proof has been provided by any participant with an interest, even belonging to another category, the organizers, having carried out the relevant checks, will proceed in advance to correct the category of participation before the closing of registrations (giving notice of this to the participant), and to cancel any prize(s) received, which will not be reassigned to anyone (if the competition has already ended).

The disqualified participant will have to return any prize(s) received, at his/her own expense.

- The organizers and judges, if they have proven evidence that the works submitted to the same competition have already been judged winners in other competitions, and/or published on social media, will have the obligation to disqualify the participant from the current category, without any re-examination.

- It is strictly forbidden to contact the judges until the end of the championship, or until the end of the awards ceremony, under penalty of immediate disqualification.

#### 5. EVALUATION OF WORKS

The judges will assign a score to the works submitted by the participants based on objective and subjective criteria with a maximum score of 5-10 points per criterion, for serious penalties a negative score.

##### **RULES FOR ALL NOMINATIONS:**

- Attach the Mapping sheet for each job (model attached to this regulation) detailed in every detail: thickness, curvature, length, color, effect, etc. (you will find the complete checklist in the attached model)), **please note that failure to send and/or incompleteness of the checklist will result in a reduction in the score!**

- Do not mention the brand of the product in any way, under penalty of disqualification .

- Do not photograph course certificates or any other distinctive sign in the background of the works, so as to make your work recognizable. All distinctive signs on the photos penalize the work by half the score, if not even abstention from evaluation by the judge / disqualification.

- **It is forbidden to submit photos modified or with filters of any kind.** The photos must be natural and without distinctive signs, without logos, without any modification, without any retouching. Be careful of the <red eye> do not modify the photos for any reason, a modified photo will always be recognizable by the judge who will evaluate the work and no complaints of any kind will be accepted if the judge will give a negative score for a modified photo. So pay maximum attention and be sure before sending the works.

**- Very high quality Jpeg photos are required, without blur, without portrait function etc. ...**

**- The folder containing the photos must be sent exclusively via "WETRANSFER.com, specifying in the title and message your name, surname and nomination, select the maximum free duration of at least 3 days, to preserve the quality and sharpness of each work, the format exclusively Jpeg for photos and Mp4 for videos. It is recommended not to send the photo folder on holidays and Sundays, to avoid losing days of validity and having to resend the email. You will receive a message of receipt.**

**- An email must be sent to WETRANSFER.com for each nomination (work done, with the subject name, surname and nomination, attaching all the requested photos. (for each nomination an email of the works must be sent, emails containing multiple works will not be accepted, this is to avoid errors by the staff who will create your work folder. Example 5 nominations 5 emails of works and not 1 email with 5 works.**

**- To facilitate the evaluation, it is advisable to upload the photos in the order of the requested photo attachment.**

- It is forbidden to present photos of works that have already won in other competitions, even if recent or less, under penalty of immediate disqualification, without the possibility of any replacement.

- It is permitted to present works that have already been presented in other competitions with the condition that they have not won any prize or best work and that they have not been published on social media, under penalty of immediate disqualification, without the possibility of any replacement.

**- It is forbidden to publish photos of the works submitted to the competition until its conclusion, that is, until the end of the award ceremony, penalty immediate disqualification .**

- It is forbidden to insert names and places on the photos. Penalty disqualification.

- The photos to be sent for the evaluation of the works in the competition must correspond exactly to those requested, in type and number, quality and JPEG format.

**● For each excess or missing photo, each judge will lower the score .**

● For each photo of poor quality, making it difficult if not impossible for the judges to evaluate it, the score may be lowered to 0 (zero), which will be equivalent to abstention from evaluating the criterion.

**● Please make the judges' work as easy as possible, so that they can calmly evaluate your work in the best possible way.**

- After the awards ceremony and the delivery of the evaluation sheets, each participant has the right to contact their judges to ask for clarifications, explanations, advice for their sheet.

- The evaluation sheets can be requested via Whatsapp to one of the organizers' numbers.

- You have the option to compete with the same model for more than one nomination, for example the same model for eyelash and eyebrow lamination, another example the same model for Volume Lashes and after 15 days we do Pre-Made YY Lashes.

# ITALIAN LASH FESTIVAL

NOMINATIONS	TECHNIQUE	ADMITTED	PROHIBITED
<b>CLASSIC LASHES</b>	Applying an artificial eyelash to a natural eyelash.	Color: Black or Brown Thickness: 0.05 to 0.15 Curvatures: All Face Decoration	Thicknesses greater than 0.15
<b>LASH VOLUME</b>	In this nomination, the use of fans from 3D up to 8D is allowed.	Color: Black or Brown Thickness: 0.03 to 0.07 Curvatures: All Face Decoration	Ready Pro or Pre Made Fans. Fans greater than 8D
<b>MEGAVOLUME LASHES</b>	In this nomination, the use of fans from 8D and above is permitted.	Color: Black or Brown Thickness: 0.03 to 0.06 Curvatures: All Face Decoration	Ready-made Pro or Pre-Made Fans
<b>COLOR LASHES</b>	All types of colored lashes are allowed in this nomination. Decorations on the lashes are also allowed.	Color: All Thickness: Up to 0.15 Curvatures. All Face Decorations Eyelash Decorations	Ready-made Pro or Pre Made fans Thicknesses greater than 0.15
<b>PRE-MADE YY LASHES</b>	For this nomination you will need to use Pre Made YY lashes in all curls.	Color: Black or Brown Thickness: Up to 0.10 Lengths: All	Use more than one fan on a natural lash
<b>PRE-MADE W LASHES (3W -4W- 5W -6W - 7W)</b>	For this nomination you will need to use Pre Made W lashes in all curls.	Color: Black or Brown Thicknesses: Up to 0.07 Lengths: All	Use more than one fan on a natural lash
<b>WET LASHES</b>	desired trend effect, any modern curvature, any mapping.	Color: Black or Brown Thickness: Up to 0.10 Lengths all Curvatures: all Face decoration.	Pro or Pre-Made
<b>CREATIVE STYLES</b> - EYELINER - KIM - BRATZ - WISPI	In this nomination you can participate with any desired trend effect, any modern curvature, any mapping.	Color: Black or Brown Thickness: Up to 0.10 Lengths all Curvatures: all Face decoration.	Pro or Pre-Made
<b>LASH LIFT</b>	This nomination is about the curvature and color of the natural lashes.	Curlers: all Color: all Face decoration.	Perform the treatment on a model with already laminated and/or colored eyelashes. Do not use curlers bearing a lamination mark, under penalty disqualification
<b>BROW LIFT</b>	This nomination focuses on the correct application of the eyebrow hair and its coloring, based on the model's colors.	Colors: all Face decoration.	Decorations at eyebrows. Perform the treatment on a model with eyebrows already laminated.
<b>MEN'S LAMINATION</b>	This nomination is about the curvature and color of the natural lashes.	Curlers: all Color: all Face decoration.	Perform the treatment on a model male with already laminated and/or colored eyelashes. Don't use curlers bearing a lamination mark, under penalty disqualification

NOMINATIONS	TECHNIQUE	ADMITTED	PROHIBITED
<b>SPECIAL STYLING LADY OF CHRISTMAS</b>	In this nomination, give vent to your creativity and imagination to best reproduce the Christmas theme. Please remember that this is not a pure Fantasy, so the use of lower lashes, face-painting, body-painting is not mandatory. Emphasis will be placed on the complexity of the Christmas-themed eyelash extension system and on the technical details, on the decoration, on the clothing, accessories and also on the complexity of the video created and the environment. decorated. Work is permitted only on female subjects.	Color: all Thickness: all Lengths all Glitter, sequins, feathers and any decoration are allowed. artistic. Only female-only work is permitted.	Male models

## 7. PRIZES

- Each participant will receive a certificate of participation.
- The first, second and third place winners in each category will receive a trophy and a certificate from the organizer.
- Each judge will assign Best Work regardless of the ranking to the work he/she deems best according to personal evaluation criteria.
- Each participant will receive goodie bags from the main sponsor "Alma Academy".
- Each participant will receive free gifts from any "SILVER", "GOLD" and "LUXURY" sponsors.

Once the awards ceremony is over, each participant will receive, at the address provided during registration, any cup (if winners), best work possibly assigned and the gifts, paying cash on delivery, the shipping costs of € 15.00 within Italy. For locations outside of Italy or remote areas of the same, the costs will be agreed upon at the time of shipping.

Good luck!!

We remain available at the following addresses:

338.7732494 - 338.3488505 - 0963.374312 - Daniela Stefania Gradinaru

Date \_\_\_\_\_ Place \_\_\_\_\_

### Sign to accept the regulation

X \_\_\_\_\_

**The participation fee paid will not be refunded for any reason..** (point 2. Participation fee), on any date, will be retained at 100% as a penalty.

The exclusive conventional forum for any dispute is agreed between the parties and accepted, the competent forum is that of Vibo Valentia.

Date \_\_\_\_\_ Place \_\_\_\_\_

Signature for acceptance

X \_\_\_\_\_