

INTERNATIONAL

Lash Masters

PRESENTS

# 2021 LASH MASTERS ONLINE COMPETITION

ENTRIES OPEN FEBRUARY 2021 | CLOSES APRIL 30 2021 |



WINNERS ANNOUNCED IN MAY 2021

## COMPETITION GUIDELINES

Open to entrants world wide

Have your work acknowledged  
by some of the world's leading  
lash artists

Leading International industry Judges

# HOW TO ENTER



This competition is available to ALL lash artists throughout the world who want the opportunity for their work to be recognised. The competition will comprise of different categories and experience levels to accommodate all entrants.

## HEAD TO OUR INSTAGRAM BIO AND FIND THE LINK

*Or head to our website directly  
[www.sydneylashcon.com](http://www.sydneylashcon.com)*

Entrants will be asked a few questions prior to entry payment of \$99AUD.

- Entrants must submit photos with their application which demonstrates each of the criteria that is set for each category. (Listed within this document)

Participants are able to submit an entry for numerous categories within the completion, however entries will need to be separate and individual from each other.

## COMPETITION CATEGORIES

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CLASSIC

VOLUME

MEGA VOLUME

PERFECT LINE  
VOLUME

FANTASY

WISPY

PRE MADE VOLUME

COLOURED LASHES

# COMPETITION CATEGORIES

We want to ensure that everyone has a go at getting their skills noticed by the International Lash Masters and have the confidence to enter.

We have listed the categories which competition participants will be able to enter into.

## **CLASSIC**

## **VOLUME**

## **MEGA VOLUME**

(Can use Any suitable mega volume lash.)

You can choose any style of mega volume lash style or technique you like.

## **PERFECT LINE TECHNIQUE**

## **FANTASY**

Allow your imagination to run wild, use colour, make up artistry, body paint or anything that creates a stunning artistic masterpiece.

## **WISPY**

This category is also perfect for those who wish to create lash extension looks which give an illusion that the model is wearing false lashes. Think uneven lengths, jagged shaping and the use of texture.

## **COLOURED LASHES**

Using volume lashes of any diameter to create colourful lash looks with imagination

## **PREMADE VOLUME**

## **Overall Judging Criteria for all categories:**

- Isolation
- Distance of lash extension from eyelid
- Weight of lashes
- Consistency
- symmetry
- placement of the extension on the lash
  - lash direction and transition
  - lash shape and style
  - coverage
- End Result/ finished look.
  - Neat and clean work
  - Adhesive use
- Inner and Outer Corner Coverage

## **Additional Criteria for Volume Lash Application:**

- use of 0.05mm- 0.07mm lashes.
- Consistency of fans – distance between each lash in the fan.
- Fan bases must be thin and correctly placed on natural lashes

Additional

## **Criteria for Classic Lash Application:**

- Diameters used must be between 0.10mm and no more than 0.15.
- Any curl can be used- entrant's discretion

## **Additional Criteria for Perfect Line Application:**

- consistency in direction
- consistency and evenness of the line without any criss crossing
- styling based on the eye shape.
- layering technique



## **Mega Volume Criteria**

- May use 0.02- 0.05 mm lash diameters

## **Additional Criteria for Coloured Lash Application:**

- Use clear adhesive
- Use of volume lashes

## **Criteria for Wispy:**

- Placement and length of spikes
- Any curl can be used- entrant's discretion

# PHOTOS TO SUBMIT

- BEFORE PHOTO (Full Face)
- AFTER PHOTO (Full Face)
- CLOSE UP OF ONE EYE (Eye Open)
- CLOSE UP OF ONE EYE (Eye Closed)
- ISOLATION AND DISTANCE FROM LASH LINE
- PHOTOS MUST BE CLEAR (Can use phone camera as long as the photos are clear.)

# COMPETITION RULES



1. Entrants are to use their own products from quality lash suppliers.
2. All entrants must be qualified lash artists with training certification.
3. Entrants are to use their own models.
4. Winners and Finalists photos may be used (credit given) on ILMA social media accounts.
5. Model's lashes must be clean and not damaged prior to lash application for this competition. Photos must be sent so we are able to determine whether the lash weight used has been suitable for the model and show whether there has been previous damage to the model.
6. The winners will be announced on our social media accounts.
7. If an entrant does not submit all required photos or information, they will not receive a refund for their entry due to their application being processed by our judges.
8. Payment of entry must be completed prior to entry being submitted.
9. ILM and competition organisers will not be responsible if the entrant does not understand the rules of the competition.
10. All entrants agree to abide by the rules of the competition.
11. All entrants ensure and agree to terms when submitting entry that the photos they submit are of their own work and not stolen off someone else's, contravening copyright or any intellectual property rights of the rightful owner.
12. Any withdrawals from the competition prior to the closure of registration or during the judging process will not receive a refund of their entry fee.
13. We ensure that our judges are qualified to make assessment on the entrants work.
14. Judges decision's are final .
15. Images of entrant's work, must be clear and show the work done. Avoid taking images from a distance.
16. Any images submitted by the entrant automatically grants permission for ILMA to use any photograph without charge.
17. No black and white photos – Must be in colour
18. No filters on photos
19. Images must not have been previously used in any other competition or on ANY social media profiles.
20. Photos submitted must be of high resolution.
21. Failure to follow competition rules will result in disqualification.
22. Participants may enter into more than one category, they will need to submit individual applications per entry.

**PHOTO  
EXAMPLES**



Photos are copyrighted by our previous entrant Elizabeth Nelson





LASH'D<sup>®</sup> EYELASHES