



BEAUTY
LÉMAN D'OR
VEVEY

Beauty Léman D'OR LASH - Brow – 7/8 october 2023

Beauty Léman d'Or

We are currently in the 3rd Edition of this AVATAR & BARBIE SWISS 2023 themed championship.

The organizers, Beauty Swiss Samuelian Academy (Amelia Samuelian) invite all Lash Makers / technicians to participate in this prestigious championship.

1. General rules

- 1.1 Graduated Lash technicians working with professional products can participate in the competition.
- 1.2 The competition will take place in a room with models.
- 1.3 Competitors can also send these poster works by mail or through the organizers and participate remotely.
- 1.4 All competitors who have registered and paid are admitted to the championship.
- 1.5 A competitor participating in person must fill out a participant questionnaire which includes choosing your nomination, send it to **ameliasamuelian@gmail.com**, pay the registration fee via the website SHOP on **www.beautyacademieswiss.com** or via IBAN directly using the payment information received by e-mail after sending in your questionnaire. If you pay via the shop: go to the SHOP web-page and choose your nomination, click on it and you will have to make the payment. Once the payment is made, you will receive a payment receipt. No refund will be made in case of cancellation.
- 1.6 A competitor participating remotely is not required to be physically present.



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1.7 A competitor can participate in several remote or in-person nominations.

1.8 Competitors participating remotely without an organizer will cover the journey of their work at their own expense, risk and peril.

Before sending their work by mail, the competitor contacts the organizer and informs them which company they have sent their work with and transmits the parcel number.

By participating in the championship, you agree to be filmed and your image to be distributed on the championship media

Disqualification: In case of cheating the rules and conditions of the championship.

- **Illness / absence in person**
- **Late presentation for the championship nomination**
- **Late payment of participant fees for the championship. All registrations must be settled by going to the website: www.beautyacademieswiss.com.**
- **Disrespect towards the organizer or judges**
- **Wrongly declared category**
- **Forbidden themes in the championship: war, pregnancy, sex, politics, religion, violence, and eroticism**
- **Any participant who does not register for the correct nomination according to their experience will be disqualified**

CONFLICT :

- **Any conflict will be settled with justice in the city of VEVEY**

RESPONSIBILITY FOR YOUR EQUIPMENT IN THE ROOM OR OUTSIDE

- **You are responsible for your equipment both indoors and outdoors. Beauty Léman d'or takes no responsibility for your belongings.**



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- **In case of theft, a complaint should be made to the Vevey municipal police."**

2. Championship Structure:

Competitions take place across 6 nominations:

1. Modeling and manicure in room (6 nominations)
2. Poster (long distance 2 nominations)

Participation :

- a) Junior League: Minimum 1 year of experience
- b) Master League: More than one year of experience
- c) Expert: Over 5 years of experience

Categories

1. Classic
2. 2-3
3. 5D Volume
4. Avatar Fantasy mega volume
5. Lash lift
6. Brow fit with normal or possible color dye
7. Poster Nomination AVATAR SWISS 2023
8. Poster nomination BARBIE SWISS 2023

How to participate: :

1. Only certified Lash Makers can participate. For registration in the championship, you must send us a copy of your Certificate by e-mail.
2. The first Swiss international championship is open to all Lash Makers from different countries
3. Participants must come with a model of legal age and with makeup-free eyes.
4. Dress code for participants and models: Black & White outfit.
5. In case of delay, participants and models risk disqualification without appeal.



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The organizers provide:

- a. Massage table
 - b. Chair
 - c. Cart
 - d. Electricity
 - e. Protection for the massage table
 - f. Head cover and mask
6. The participant brings for each model a cushion, a blanket, a lamp, and all the necessary equipment for the championship. Equipment: Lashes, glue, tweezers patch, disinfectant, etc... Each participant ensures that their model is in good condition for the smooth running of the competition.

Conditions:

1. After registration, participants take their place and prepare their model for the competition (eye degreasing, disinfection and patch application are allowed).
2. Only at the start of the competition is the application of eyelash extensions allowed.
3. Mobile phones must be put in silent mode.
4. During the competition, the model and participant are not allowed to move without notifying the organizers.
5. The organizers monitor and control the competition time. The 30 minutes before the end of the competition will be announced.
6. When the end of the competition is announced, participants must immediately stop working and leave the workplace.
7. Models undergo judgment according to the rules.
8. Models are not allowed to reveal the name of their lash maker (judgement points will be reduced).



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Program :

- Category :
 - o Classic single lash extension (1H30)
 - o Volume 2D-3D extension (2H30)
 - o 5D Volume application fantasy Barbie (3h)
 - o 6D-8D-12D Mega Volume fantasy AVATAR (3h30)
 - o Lash lift and brow (1h30)
 - o AVATAR Poster
 - o BARBIE Poster
 - o Allowed to use colored lashes, black, brown, and colors pink, white, green, blue, purple, for fantasy nominations.

Evaluation Criteria :

1. Appearance
2. Lashes stuck together
3. Cleanliness (glue residue, makeup residue, patch residue etc.)
4. Adhesion between extension and natural lash
5. Distance from the eyelid
6. Direction
7. Stress zone
8. Thickness
9. Length
10. Mapping
11. Adhesion
12. Quantity of lashes
13. Lashes color
14. Symmetry of the bouquet
15. Color mixes (black and brown)
16. Inner angle (of the eye)
17. Outer angle (of the eye)



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Call for poster submissions for the championship on October 7/8, 2023, The Beauty Léman d'Or Vevey 2023.

For those who cannot attend the International Swiss Championship, we invite you to pre-register for the poster championship on the themes of AVATAR SWISS 2023 and BARBIE post.

Rules :

1. Participants must present a poster on the theme of Avatar or Barbie.
2. No writing allowed on the poster.
3. All posters must be sent before the competition dates.
4. Posters must be presented without a frame.
5. The dimensions of the posters must be 50/70 cm.
6. Posters must be printed on white or matte white paper.
7. Participants must send the original photo on a USB stick.
8. Participants' names should be written on the USB sticks.
9. Photos must be 320 pixels and in JPEG.
10. Use of Photoshop is allowed for the face, hands, arms.
11. Photoshopping the eyes and eyelashes is not allowed.
12. Participants guarantee that their work is unique.
13. Copyright belongs to the participant and no other person.
14. The organization will disqualify participants in case of non-compliance with the regulations.
15. Participants in the championship grant copyright to the organizers for the championship on October 7 and 8, 2023.
16. Organizers cannot use the posters without the copyright holder's agreement for any use.

Judgement Criteria:

1. General aspect of the Poster 10pts
2. The Poster must correspond to the Artistic theme - Lashes (Theme of AVATAR and BARBIE SWISS 2023)
3. Define if the overall look is well finished
4. The idea proposed for the poster by the participant



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5. The colors of the eyelashes (pink, blue, purple lashes etc... in harmony with the theme)
6. Eyelash design
7. General eyelash application
8. Cleanliness of eyelashes (glue, patch)
9. The face of the person on the poster in harmony with the eyelashes
10. Makeup of the character in harmony with the eyelashes.

Your requests should be sent via email to: ameliasamuelian@gmail.com

To validate your participation in the championship, you must go to the website www.beautyacademieswiss.com, print your registration, sign it, and send it back by email to ameliasamuelian@gmail.com

To select your desired category, payment is made online with a payment receipt. Please check the website for registration information and then send it back to us by email at: ameliasamuelian@gmail.com

Your registration is confirmed upon receipt of the payment and the signed and dated registration form. The deposit is non-refundable in case of cancellation.

LOOKING FORWARD TO SEEING MANY OF YOU!!