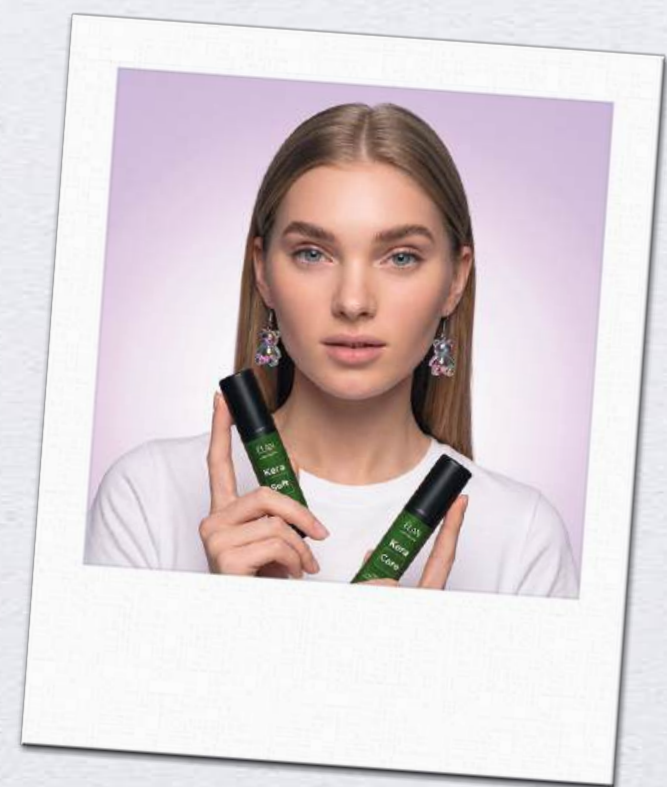


PARTICIPANT'S MEMO

ÉLAN ONLINE PHOTO CONTEST

NOMINATION

«BROW LAMI»



WHAT IS NEEDED TO PARTICIPATE?

- ✓ Study the rules
- ✓ Complete the work
- ✓ Pay the participation fee and register
- ✓ Publish the work on Instagram with the tag **@elan.net.ua** and the hashtag **#ELANCONTEST2026**

REQUIREMENTS FOR THE PHOTO CONTEST PARTICIPANT'S WORK

- 1.** The eyebrow lamination procedure must be performed with SUPERSONIC 2.0, KeraVEG, LASH CurlUP 2.0 or ZAZA HoneyLami from ÉLAN.
- 2.** For participation in the nomination, two professional photos of one model are required:

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- «BEFORE» photo: before the lash lift, brow shaping and tinting with ÉLAN tint»;
- «AFTER» photo: after the lash lift, brow shaping and tinting with ÉLAN tint.

MANDATORY: having a model of SUPERSONIC 2.0, KeraVEG, LASH CurlUP 2.0 or ZAZA HoneyLami from ÉLAN in your hands.

- 3.** Full-face photo of the model.
- 4.** Model's make-up: foundation, cheekbone correction, blush, mascara, highlighter, and colourless lip gloss.
- 5.** Model's hairstyle: neatly gathered hair.
- 6.** No bright jewelry or accessories on the model.
- 7.** Model's clothing: monochrome white top (T-shirt, long sleeve) in neutral colours or bare shoulders.
- 8.** The photo should be taken against a monochrome background.
- 9.** Photos of works that have a PNG image of the product attached without the model holding it will be disqualified.

It is forbidden to use wax or BROW LOCK to fix eyebrows.

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The «AFTER» photo should only differ from the «BEFORE» photo by lamination, shaping, and tinting of eyebrows, while the make-up and hairstyle of the model should remain unchanged.

The photo should be in JPG or PNG format, the file size should be at least not less than 500 KB and not more than 3 MB. The aspect ratio should be 4:5.

RULES

- ✓ The photo contest is held online on **browartist.com.ua**
- ✓ Any willing specialist can take part in the photo contest*
- ✓ Participation is paid for all participants
- ✓ The number of submitted works from one participant is not limited

AWARDS:

- **Prize places (1-5 place);**
- **1st place — participation in ÉLAN ASIA SHOW 2027.**

The number of prizes depends on the number of participants. More participants — more prizes.

The judging panel will determine the winners (evaluation will take place in closed mode).

*Applications from specialists from Russia and Belarus are not accepted.