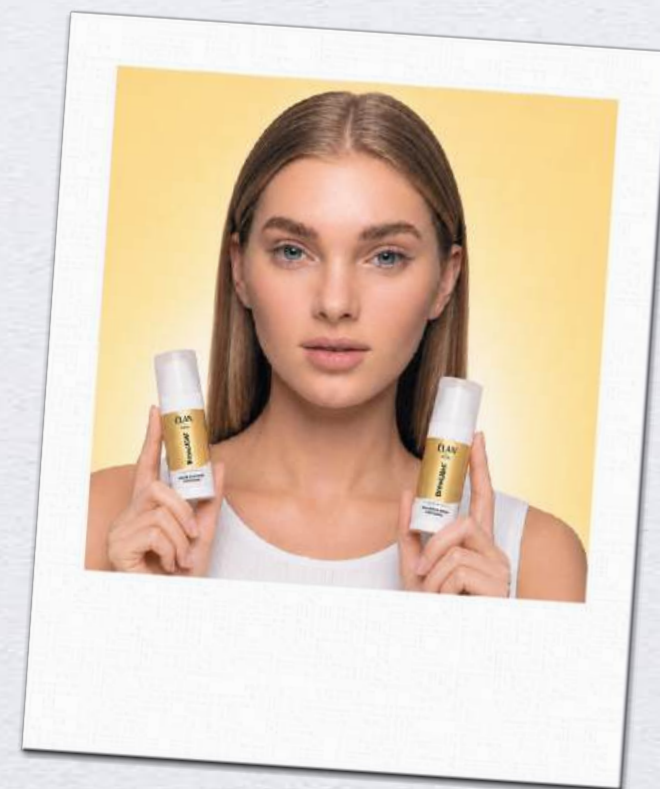


PARTICIPANT GUIDE

ONLINE PHOTO CONTEST ÉLAN

NOMINATION

«BROW LIGHTENING & TINTING»



WHAT IS REQUIRED TO PARTICIPATE?

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

REQUIREMENTS FOR THE CONTEST ENTRY

1. To participate in the nomination, you must provide 2 professional photos of the same model:
 - “BEFORE” photo of brow lightening and tinting using ÉLAN products
 - “AFTER” photo of brow lightening and tinting using ÉLAN products

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REQUIRED: the model must hold one of the ÉLAN lightening products: BrowLIGHT brow lightening cream, OxiPOWER universal oxidizing emulsion for brow tint, ColorSOFT gel diluter for brow coloring, ultramarine brow lightening powder, carbon brow lightening powder.

2. Model photo — front view.
3. Makeup: foundation, cheek contouring, blush, mascara, highlighter, clear lip gloss.
4. Hair: neatly pulled away from the face.
5. No bright jewelry or accessories.
6. Outfit: plain white top (t-shirt, long sleeve) in neutral tones or bare shoulders.
7. Photo must be taken on a solid background.
8. The “AFTER” photo must differ from the “BEFORE” photo only by brow lightening and tinting; makeup and hairstyle remain unchanged.
9. Image format must be JPG or PNG, file size from 500 KB to 3 MB. Aspect ratio 4:5.
10. Works with a PNG product overlay without the product being physically held by the model will be disqualified.

PARTICIPANT GUIDE

ONLINE PHOTO CONTEST ÉLAN

RULES

- ✓ The contest is held online at **browartist.com.ua**
- ✓ Any beauty specialist may participate*
- ✓ Participation is paid for all participants
- ✓ Number of submissions per participant is unlimited

AWARDS:

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

The number of prize places depends on the number of participants. More participants — more winners.

Winners are selected by a judging panel (closed evaluation process).

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