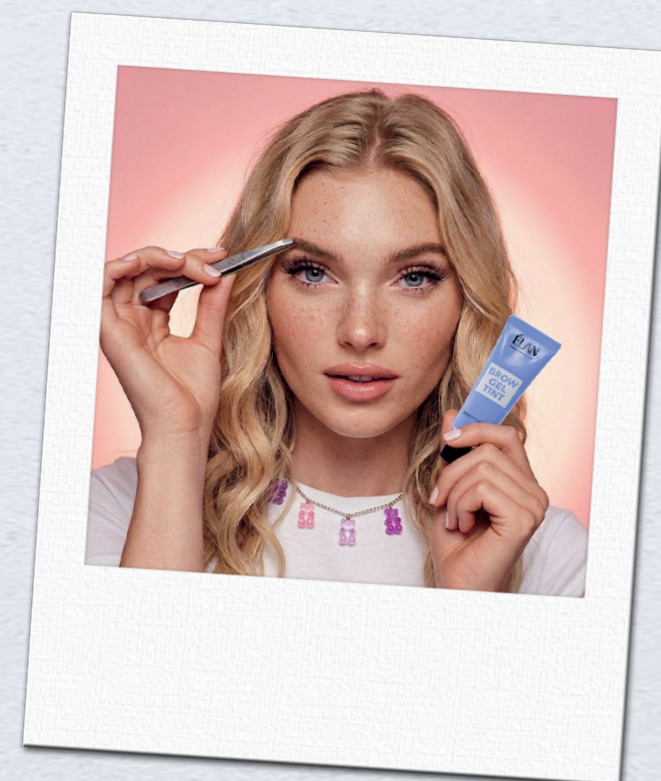


PARTICIPANT'S MEMO

ÉLAN ONLINE PHOTO CONTEST

NOMINATION

«BROW TINT»



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. For participation in the nomination, two professional photos of one model are required:
 - «BEFORE» photo: before the procedure of eyebrow shaping and tinting with ÉLAN tint;
 - «AFTER» photo: after the procedure of eyebrow shaping and tinting with ÉLAN tint;

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MANDATORY: the model must be holding one of ÉLAN tinting products: SMART BROW TINTING SYSTEM 2.0, BROW GEL TINT, FLASH TINT.

2. Full-face photo of the model.
3. Model's make-up: foundation, cheekbone correction, blush, mascara, highlighter, and colourless lip gloss.
4. Model's hairstyle: neatly gathered hair.
5. No bright jewelry or accessories on the model.
6. Model's clothing: white top (T-shirt, long sleeve) in neutral colours or bare shoulders.
7. The photo should be taken against a monochrome background.
8. The «AFTER» photo differs from the «BEFORE» photo only by shaping and tinting of eyebrows, make-up and hairstyle of the model remain unchanged.
9. The photo should be in JPG or PNG format, the file size should be not less than 500 KB and not more than 3 MB. The aspect ratio should be 4:5.
10. Photos of works that have a PNG image of the product attached without the model holding it will be disqualified.

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ÉLAN ONLINE PHOTO CONTEST

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.