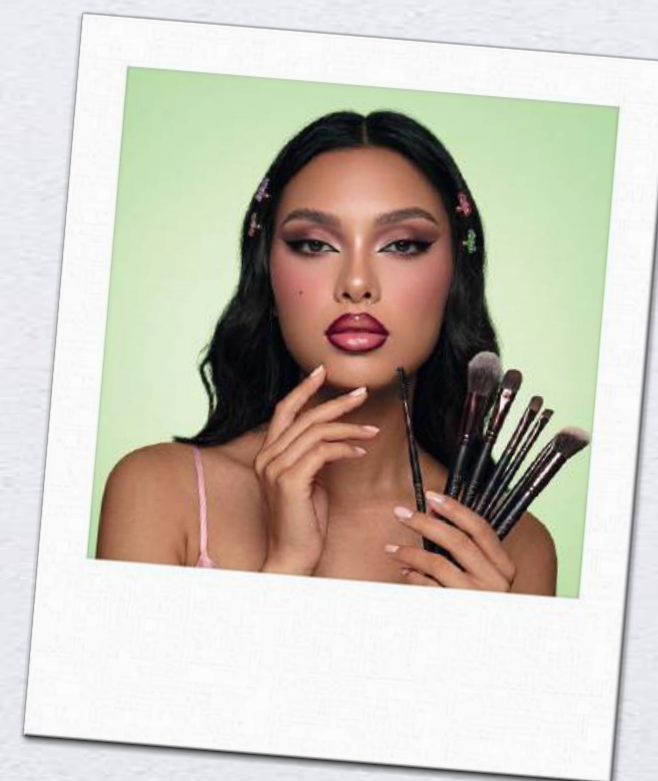


# PARTICIPANT'S MEMO

## ÉLAN ONLINE PHOTO CONTEST

### NOMINATION

# «COMMERCIAL MAKE-UP»



### 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

It is necessary to create a unique stylish look for the ÉLAN advertising campaign, namely: BROW LOCK, GURU LIPS, GOGO BROWS, LashBOOST, GLOW DAILY, AMINO, LashPLEX 2.0, BROW TOP, BTX-BROW MASK, Brow Liner PRO. Makeup should be classic. For example, Hollywood MAKE-UP, shaded arrow, smokey eyes, etc.

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- ✓ To participate in the photo contest, you must take a professional photo of a model with makeup and the product in the frame.
- ✓ Photos of works on which a PNG image of the product will be attached, without it being in the hands of the model, will be disqualified.
- ✓ Photo - portrait, cropping - to the chest, background - plain
- ✓ The photo must be in JPG or PNG format, file size - not less than 500 KB and not more than 3 MB. Aspect ratio 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.**

KThe 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.