

PARTICIPANT'S MEMO

ÉLAN ONLINE PHOTO CONTEST

NOMINATION

«CREATIVE 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

You need 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. You can use any additional decorative elements for the look, such as sequins, feathers, flowers, etc.

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- ✓ To participate in the photo contest, you must take a professional photo of a model with makeup and a 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.**

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.