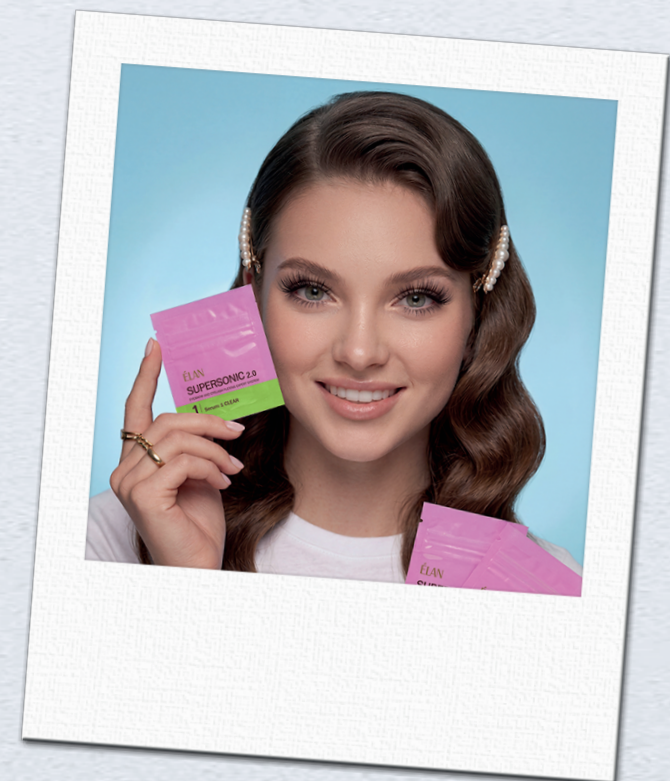


# PARTICIPANT'S MEMO

## ÉLAN ONLINE PHOTO CONTEST

### NOMINATION

### «LASH LIFT»



#### 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 eyelash lamination procedure must be performed with SUPERSONIC 2.0, KeraVEG, LASH CurlUP 2.0 or ZAZA HoneyLami from ÉLAN.
- 2.** To participate in the nomination you should take 4 professional photos of one model:

# PARTICIPANT'S MEMO

## ÉLAN ONLINE PHOTO CONTEST

---

- portrait photos «BEFORE» and «AFTER» the lash lift procedure;
- macro photos «BEFORE» and «AFTER» the lash lift procedure.

**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, 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.** Lashes in the «AFTER» photo must be dry or well-combed.
- 10.** Photos of works that have a PNG image of the product attached without the model holding it will be disqualified.

**Prohibited: lash extensions, mascara, permanent make-up (tattooing), eye make-up.**

# PARTICIPANT'S MEMO

## ÉLAN ONLINE PHOTO CONTEST

---

The «AFTER» photo should only differ from the «BEFORE» photo in terms of lash lift, with the model's make-up and hairstyle remaining unchanged. **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.**

### 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.